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ABSTRACT

These proceedings summarize the events and discussion which occurred during the Third National Hispanic Leadership Conference, and present the recommendations in 12 separate issue areas which were developed by working panels and adopted by the plenary body. The conference was attended by approximately 150 Hispanic leaders from throughout the United States and from many Hispanic subgroups. The attendees included leaders of Hispanic organizations, elected and appointed officials, corporate officials, and issue experts. Their purpose was to prepare and present to decision makers (particularly the major political parties and candidates) a common agenda for policy action. The conference was divided into twelve panels: (1) the political empowerment forum; (2) the economic development panel; (3) the administration of justice panel; (4) the energy panel; (5) the media panel; (6) the education panel; (7) the arts and humanities panel; (8) the corporate and philanthropic responsibility panel; (9) the foreign policy panel; (10) the employment panel; (11) the health panel; and (12) the housing panel. Following separate summaries and discussions of each panel, are the participants' policy recommendations on the respective set of issues. Also described are the conference's opening and closing plenary sessions and two special luncheons held with presidential candidates or their representatives. A conference program is appended. (Author/GC)

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WE MUTUALLY PLEDGE:

PROCEEDINGS OF THE THIRD NATIONAL HISPANIC LEADERSHIP CONFERENCE

Washington, D.C.
April 15-17, 1984

ACKNOWLEDGMENTS

The Executive Planning Committee of the Third National Hispanic Leadership Conference wishes to express its deepest gratitude to Mr. Santana Gonzalez of the Gulf Oil Corporation and Mr. John C. Tucker of the American Gas Association, who contributed so much of their time and energy to raise the funds needed for the conference.

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Finally, the Committee thanks all the Hispanic leaders and the corporate community representatives who attended, made presentations, and otherwise participated actively in the conference and thus contributed to its success.

PROCEEDINGS OF THE THIRD
NATIONAL HISPANIC LEADERSHIP CONFERENCE

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Editorial Note: Appendix A was not included when the document was received by ERIC.

INTRODUCTION

The third quadrennial National Hispanic Leadership Conference took place April 15-17, 1984, at the Hyatt Regency Hotel on Capitol Hill in Washington, D.C. Approximately 150 Hispanic leaders from every geographic region and Hispanic subgroup attended the conference, which brought together leaders of Hispanic organizations, elected and appointed officials, corporate officials, and issue experts. Their purpose was to prepare and present to decision makers -- particularly the national party platform committees and the candidates for President, Congress, and other elected offices -- a common agenda adopted and supported by Hispanics from all subgroups and political parties.

The National Hispanic Leadership Conference was initiated in 1976 in San Antonio by representatives of several national Hispanic organizations, who recognized a need for a national planning conference to build Hispanic unity through a process of identifying common goals and action priorities. The first meeting, held in Dallas in July 1977, brought together about 75 community and organizational leaders to discuss issues of concern to Hispanic Americans in such areas as education, health, employment, housing, economic development, administration of justice, media, and politics. The conference produced significant consensus among participating Hispanic leaders regarding desired policies and strategies in the various issue areas, and generated a detailed proceedings document, entitled, We Mutually Pledge.

Following the first conference, leaders of the major national Hispanic organizations recognized the value of periodic leadership conferences to expand and update this consensus. It was later decided that such conferences should be scheduled early in each Presidential election year, so that Hispanic policy concerns and priorities could be brought to the attention of the national political parties and of candidates for elective office at every level. Participation was to be sought from all segments of the Hispanic community, from all Hispanic subpopulations and geographic regions, from both major political parties, and from the private, public, and voluntary sectors.

The Second National Hispanic Leadership Conference, held in San Antonio in June 1980, brought together nearly 100 Hispanic leaders, including representatives of 58 organizations. This conference generated a national political, social, and economic agenda for the Hispanic community, and an Executive Summary containing conference recommendations which has been widely distributed to political, corporate, and community leaders over the past four years.

The Third National Hispanic Leadership Conference carried on this tradition. Organized and planned by an Executive Planning Committee consisting of the leaders of 15 national Hispanic organizations, the conference was designed to generate a unified set of Hispanic issue priorities and recommendations for 1984 and beyond. This Hispanic action plan was to be disseminated widely to elected officials and other public-sector policy makers and to private-sector leaders, to increase awareness of Hispanic community issues and needs, and to encourage public policies equitable to Hispanics.

This proceedings document summarizes the events and discussion which occurred during the Third National Hispanic Leadership Conference, and presents the recommendations in 12 separate issue areas which were developed by working panels and adopted by the plenary body. These recommendations indicate significant Hispanic concerns about inadequate access to resources and opportunities in many sectors of American life. A common theme is the need for Hispanics to accomplish parity and equity, both economically and politically. The recommendations also reflect conference participants' perception that what reasoned argument and appeals to justice and equity could not achieve in the past, sheer buying power and numbers -- translated into votes -- will accomplish for Hispanics in the future.

In addition to reporting the recommendations made by this conference, the proceedings for many of the panels also summarize priorities and recommendations from previous leadership conferences and related meetings, when these recommendations have not yet been fully acted upon. These supplemental recommendations, which have been approved by the Executive Planning Committee, are provided in brackets, as addenda to the recommendations made this year by the various panels.

Ongoing follow-up by the Executive Planning Committee will help assure that the recommendations of this Third National Hispanic Leadership Conference receive the widest possible review, discussion, and attention by Hispanics and by policy makers throughout the country.

OPENING SESSION

Welcome and Introductions

Mr. Jose Cano, Conference Chair, opened the Third National Hispanic Leadership Conference by welcoming all conference participants and introducing members of the Conference Executive Planning Committee. He emphasized that the number of conference participants was limited to acknowledged leaders in the Hispanic community, rather than the broad-based involvement which is usually sought at national conferences and conventions. This deliberate limitation was instituted to ensure that this will be a working conference, with experts sharing ideas and concepts on a range of issues affecting Hispanic Americans. The final result of the two-day conference should be the development of an "Hispanic platform" which can be presented to political candidates at all levels during the upcoming election campaign and used as the basis for further discussion and negotiation in the future. It was noted that both President Reagan and the three major Democratic candidates had been invited to address conference participants.

Mr. Raul Yzaguirre, President of the National Council of La Raza, then introduced the session's guest speaker, the Reverend Mr. Jesse Jackson, candidate for the Democratic Presidential nomination. Mr. Yzaguirre expressed his pleasure that Rev. Jackson was able to address the conference, both as a Presidential candidate and as a leading representative of the Black community He conveyed particular pleasure at the revitalization, during this election year, of the process which he and Carl Holman of the National Urban Coalition initiated several years ago with the development of the National Coalition on the Concerns of Hispanics and Blacks. He emphasized that Rev. Jackson's candidacy, in light of his race, is a success for all minorities in this country, and should serve as a stimulus for not only Blacks, but also Hispanics.

Opening Address

Rev. Jackson emphasized the natural unity which should exist between Hispanics and Blacks in this country. He stressed the "potent force" of such unity, both politically and economically, which could bring about a more humane society at home and a more peaceful world abroad. Hispanics and Blacks both view national life "from the perspective of the rejected, the downtrodden, the exploited, and the colonized." The similar experiences of Blacks who were brought to America against their will, and Hispanics who were annexed to America against their will, should form a common foreign policy experience and perspective. In addition, both Blacks and Hispanics have been rejected and exploited because of differences in skin color, culture, and caste. Finally, what has benefited one group has benefited the other, and together their progress has benefited the nation. He recalled mutual successes in the desegregation of schools and public facilities, the passage

and implementation of the Voting Rights Act, and the institution of workers' rights. Hispanics and Blacks "are not at the bottom of this society -- where things end up -- but rather at the foundation -- where everything begins." Rev. Jackson stressed that it is not enough for minorities just to gain their civil rights; they must also pursue their common economic and social interests. He urged conference participants to unite with Blacks and "go in a new direction."

Continuing, Rev. Jackson cited the quarter-of-a-trillion dollars in economic power which Blacks and Hispanics control and called upon America's major corporations to use the goods and services produced by minority companies. Such measures would help develop minority business, employ unemployed minority workers, and increase the number of minority consumers who could in turn purchase goods and services produced by corporate America. He promised that if elected President, he would convene America's business leadership and convince them of the good business sense of such a program. Rev. Jackson spoke of his previous involvement in this type of trade negotiation. As President of People United to Save Humanity (PUSH), Rev. Jackson successfully negotiated over $2 billion in economic trade agreements for Blacks, including a $600 million agreement negotiated in conjunction with the League of United Latin American Citizens (LULAC) for increased jobs and ownership opportunities for minorities with the Southland Corporation, owners of the Seven-Eleven chain. Rev. Jackson also revealed that he planned to initiate negotiations with the Campbell Soup Company in an effort to resolve long-standing conflicts between it and the Farm Labor Organizing Committee (FLOC).

Amid resounding applause, Rev. Jackson stated that he opposes the Simpson-Mazzoli immigration bill, comparing the potential for a national identity card to the situation in South Africa, where "people are required to carry pass books around with them." He stressed that America has a right to protect her borders, but also has an obligation to be consistent in her policies. There cannot be "one immigration policy for people coming from the South -- Mexico, Central and South America, and the Caribbean -- and another policy for those coming from the North -- Canada, Eastern and Western Europe." In addition, Rev. Jackson expressed strong support for amnesty of Hispanics already living in this country, to relieve them of the fear of retribution or exploitation.

Rev. Jackson then examined the political power of Hispanics and Blacks. Together, these two groups have 24 million eligible voters -- 18 million Blacks (11 million registered and 7 million unregistered), and six million Hispanics (three million registered and three million unregistered).* However, these two groups are also the victims of voting rights violations which have prevented them from obtaining full political equity. Rev. Jackson

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* Actual figures for Hispanics, according to the Southwest Voter Registration Education Project (SVREP), are as follows: In 1980, there were 5.86 million eligible Hispanics, of whom 3.43 million were requested to vote. It is estimated that by November 1984, approximately 4.6 million Hispanics will be registered to vote.

went on to cite numerous examples of Hispanic underrepresentation in politics, blaming such discriminatory practices as dual registration systems, racial gerrymandering, voting roll purges, at-large elections, annexations, second primaries, inaccessible registrars, and the caucus system. But, he continued, "the winds of change are upon us," and Hispanics, who have dramatically increased their registration rates, should be the swing vote in the 1984 Presidential elections in Texas and California. He called upon Hispanics to help in building a "Rainbow Coalition," which could duplicate the electoral successes of Mayors Bradley, Pena, Washington, and Ferre, who were all elected as a result of strong support from both Blacks and Hispanics. Such a Coalition must be established, Rev. Jackson said, if he is going to make it to the White House in 1984; "the old minorities in coalition [will] constitute a new majority."

"A common interest in a peace policy and a peace budget" was the final binding concern which Rev. Jackson cited between Hispanics and Blacks. Minorities are the ones who "die first and disproportionately, fighting someone else's wars over someone else's agenda." He said he opposed "sending our boys on a suicide mission in Lebanon," the invasion and occupation of Grenada, the attempts to overthrow the government of Nicaragua, increased aid to El Salvador, and the establishment of a military base in Honduras. Rev. Jackson called for at least a 20% cut in the military budget, which would free "$60 billion to put America back to work, to train our youth, to end slums and to rebuild America." Rev. Jackson urged conference participants not to embrace Mondale or Hart blindly, but to make them explain what they plan to do for the Hispanic community, and how they plan to do it while increasing the military budget. Mondale and Hart are "running around the country selling the American people snake oil if they insist on raising the military budget during peacetime while claiming that they can at the same time fund a program of social justice at home and a peaceful program of economic development abroad." Rev. Jackson concluded by calling upon Hispanics to support a "new direction" which will contribute to increased opportunities for minorities in this country.

Jackson Meeting with Hispanic Leaders

Following his address, Rev. Jackson met with a number of conference participants to discuss the mutual concerns of Hispanics and Blacks, and ways in which the two communities can work together to develop common interests and increased opportunities for all minorities. Hispanic leaders emphasized that if such a coalition were to become a reality, they would expect to be "equal partners" in it, involved throughout the process. Hispanic leaders noted that while all are seeking equity and parity, a victory for Blacks would not necessarily translate into a victory for Hispanics.

Discussion of Conference Purpose and Procedures

Continuing with the Opening Session, Mr. Cano and Mr. Yzaguirre discussed the purpose and goals of the conference, conveying the need for all participants to work together during the next two days to develop strong

recommendations for future policies and actions which will benefit Hispanic Americans. With over 150 Hispanic leaders in attendance, this conference permits Hispanics to work together to develop specific recommendations on a wide range of issues, which will then serve as a measure of "political accountability" from the Hispanic perspective. Mr. Cano explained that following the conference, members of the Executive Planning Committee will be responsible for ensuring that conference recommendations are disseminated widely, particularly to political candidates and to groups concerned with ensuring candidate accountability. The Executive Committee will also work with both the Democratic and Republican Committees to urge that these recommendations be incorporated in each party's Presidential platform at their conventions. Thus, the conference is the first phase of a two-phase approach.

Mr. Yzaguirre explained the logistics of the conference, emphasizing that it is a working conference composed of a select group of individuals with expertise in particular areas of concern to Hispanic Americans. During panel sessions, 12 issue areas will be thoroughly discussed from the Hispanic perspective and policy recommendations developed for consideration by the entire conference body at the final plenary session. He suggested that panel members review the recommendations made during the previous two Hispanic Leadership Conferences, making necessary changes and additions. The 12 issues areas include:

Political Empowerment	Administration of Justice	Energy
Economic Development	Education	Housing
Arts and Humanities	Health	Foreign Policy
Employment	Corporate/Philanthropic Responsibility	Media

Mr. Yzaguirre urged panelists to develop recommendations for positive policy actions, rather than simply considering areas of complaint or concern. He emphasized that this conference is an opportunity for participants to be creative and clear in framing issues of importance to Hispanics and that the conference will attempt to adopt a range of recommendations on which all Hispanic leaders can agree, carrying forth the conference theme: "We Mutually Pledge."

POLITICAL EMPOWERMENT FORUM

CHAIRPERSON: Jose Cano, Chairman, National Hispanic Leadership Conference
PANELISTS: The Honorable Hernan Badillo, Former Congressman, 21st District of New York
Polly Baca, State Senator, State of Colorado
Luis Caban, Executive Director, National Puerto Rican/Hispanic Voter Participation Project, Inc.
Fernando de Baca, President, Del Bac, Inc.
Harry Pachon, Executive Director, National Association of Latino Elected and Appointed Officials (NALEO)
PRESENTER: Dr. Richard Santillan, Director, Claremont College, Latino/Hispanic Political Studies Project

Summary of Chairperson's Statement

Jose Cano opened the forum by emphasizing the need for developing and supporting citizenship by naturalizing permanent residents. The Hispanic community must expand and extend voter registration. The Southwest Voter Registration Education Project is the premiere organization involved in such efforts. There should be a systematic method for educating the Hispanic community and for developing the means for monitoring the performance of elected officials.

Summary of Paper Presented

Dr. Richard Santillan presented "Political Empowerment: A Working Paper," as a basis for discussion. He identified several critical issues related to Hispanic political participation and suggested courses of action.

Redistricting was identified as a crucial element for increased Hispanic participation. The use of coalition building among Hispanic groups to maximize their influence upon the redistricting process is important. This process has proven to be an effective tool and should begin in 1986.

Dr. Santillan recognizes the voting strength of the young Hispanic population. Hispanic youth will become eligible to vote at the rate of 300,000 per year for the next ten years. The need to establish high school voter registration programs and develop youth leadership conferences is critical.

Higher rates of naturalization are a goal that the Hispanic community must achieve. Mexican nationals who become naturalized U.S. citizens vote more consistently than Hispanics born in the U.S., but they also have lower rates of naturalization than other immigrant groups from Latin America.

Hispanic women were identified as a viable political force at the state and local levels. Due to their high registration and voting

percentages, Hispanic women must be brought to the forefront in leadership positions.

Since decentralization is currently the norm, political clout and efficacy must be established at all levels. Many responsibilities which were formerly federal are now under state or local jurisdiction, and many of the issues of concern to the Hispanic community are resolved locally. Therefore, the Hispanic community must obtain access to local and state decision makers and hold these people accountable.

The alliance between the Black and Hispanic community should be actively pursued. To strengthen the alliances, Dr. Santillan believes there is a need to host a national conference between Blacks and Hispanics to develop a common agenda for the 1980s and to share demographic/political information.

In conclusion, Dr. Santillan acknowledged that Hispanic growth in geographically concentrated areas should provide numerous possibilities for Hispanic electoral power. However, there have been only slight improvements in elected representation. Partial answers lie in understanding the demographic constraints and the importance of immigration in determining the Hispanic population that is eligible to participate in the electoral process. The need is to share information and technical staff and to coordinate voter registration efforts.

Summary of Panelists' Presentations

All the panelists agreed with the issues addressed by Dr. Santillan's paper. Former Congressman Hernan Badillo stressed that voter registration is crucial. In the Northeast, there has been a lack of organizations involved in registering Hispanics, contrary to the experience of the Southwest. He emphasized that Hispanics must take the risk and run for office to increase visibility as a viable political force.

State Senator Polly Baca stated two areas of concern. First, the need to focus on Hispanic candidates is crucial. In addition, there must be a commitment to Hispanic issues from any candidate prior to his or her receiving community support. Secondly, both major parties should support voter registration drives in the Hispanic community. There is also a need to pressure both parties to support Hispanic candidates financially once they become a party's candidate.

Luis Caban stressed the importance of political participation, and the need for Hispanic leaders to educate the Hispanic community. In order for community participation in the political process to grow, the community must realize the benefits of increased voter registration.

Fernando de Baca stressed that accountability in the Executive Branch is essential. Therefore, Hispanic communities must develop a system to monitor senior executives within the federal government in order to measure their responsiveness to Hispanic issues and their performance within their

respective areas. However, Jose Cano noted that even when Hispanics have done that monitoring, it is elected officials who are ultimately responsible.

Harry Pachon indicated that Congressmembers who are not tied directly to the Hispanic community should have more involvement with Hispanic issues. He also focused on citizenship drives and the need for endorsements from elected officials and executive agencies such as the Immigration and Naturalization Service (INS).

Summary of Discussion

Participants agreed that voter registration and citizenship drives are extremely important. It was suggested that involvement in these areas should begin at the precinct level. It is necessary for Hispanic leaders to inform the Hispanic community that voting strength results in political power and changes in public policy.

Several participants noted that mainline institutions have not empowered Hispanic Americans. Therefore, action is needed on the part of the Hispanic community to establish its own institutions at both local and national levels. With responsive institutions in place, it will be easier to advocate appointments for Hispanics in both the public and private sectors.

Recommendations

The following recommendations were adopted by the conference.

- Voter registration and education must be emphasized. Organizations responsible for this effort include the Southwest Voter Registration and Education Project, the Midwest Voter Registration and Education Project and the National Puerto Rican/Hispanic Voter Participation Project, among others.

- Naturalization and citizenship drives must continue in order to increase naturalization in the Hispanic community. Organizations responsible for this effort include the National Association of Latino Elected and Appointed Officials (NALEO) and the Mexican American Legal Defense and Educational Fund (MALDEF), as well as many local voluntary organizations.

- Development of Hispanic women in leadership roles must be emphasized. Organizations responsible for this include the Mexican American Women's National Association (MANA), the Latina Assembly, and the Democratic and Republican National Committees, among others.

- [Addendum from a previous conference: Governmental and private sources should encourage and fund programs to develop young Hispanic leadership, through summer internships, White House fellowships, programs modeled after those of the American Council of Young Political Leaders, and other efforts.]

- Preparations must begin for the 1990 Census reapportionment of Congressional and state districts. Organizations responsible for this effort include MALDEF and the Rose Institute.

- At-large voting districts must be eliminated, in favor of single-member districts. Organizations responsible for this effort include MALDEF, NALEO, and the Puerto Rican Legal Defense and Education Fund (PRLDEF).

- Efforts must be made to coordinate the activities of state and local areas with national players, in all political empowerment efforts.

- [Addendum: Hispanics at every level must recognize that differences of opinion exist, "agree to disagree" on these issues, and then coalesce around common goals and needs.]

ECONOMIC DEVELOPMENT PANEL

CHAIRPERSON: Raul Yzaguirre, President, National Council of La Raza

Summary of Chairperson's Statement

Mr. Yzaguirre opened the session by laying out the agenda of issues to be discussed in this panel. Instead of panel presentations, the discussion was held in a round table format, with extensive involvement from participants. The issues discussed were the following:

- Community Development Corporations (CDCs)
- Trade covenants
- Minority procurement
- Minority Business Development Agency (MBDA)
- Section 8(a) programs
- Obstacles to acquiring capital
- Hispanic women in business
- Promotion of the Hispanic market

Summary of Discussion

Mr. Yzaguirre framed the first issue by questioning to what extent CDCs had survived or could continue to survive following the demise of the Community Services Administration. The consensus was that the promotion of these entities should continue due to their positive impact on the Hispanic community. Furthermore, Mr. Yzaguirre stressed that CDCs are continuing to survive on their acquired assets and some private funding. However, efforts to reactivate federal support should be accelerated. Mr. Jose Antonio Font, President of the Greater Washington Ibero American Chamber of Commerce, warned that the difficulty in acquiring capital for these entities is due to the private sector's perception that investing in the Hispanic community is too risky. This perception is fostered by the lack of information on the Hispanic market. Consequently, the private sector "creams" and invests in less risky projects. The challenge that is presented to the Hispanic leadership is to articulate the characteristics of the Hispanic market, and the great potential for Hispanic community development.

The issue of trade covenants with major corporations was viewed as a ripe area which should be pursued more actively. It was suggested that a forum should be developed in order to present both the community and corporate perspectives and establish a dialogue. A representative from a corporation stressed the success that Rev. Jesse Jackson has had in using trade covenants to make corporations more accountable to the Black community. A similar strategy pursued by an Hispanic leader with a firm agenda would be welcomed because it would bring the feelings of the Hispanic community to the corporate board rooms. Due to the "brand" loyalty of the Hispanic market, trade

covenants are mutually beneficial and could be a source of corporate responsiveness to the needs of the Hispanic community. A strategy of rewarding responsive companies and identifying non-responsive corporations was agreed upon. There are a few corporations that are very visible and accessible to the Hispanic community, and these should be rewarded in every possible way. There are a much larger number of corporations, many of whom depend heavily on the Hispanic community for their sales and/or workforce, who have been largely or totally unresponsive. The notion of developing a "report card" on corporations won support; this would be an evaluation of corporate responsiveness to the Hispanic community, identifying corporations which are significantly involved with the Hispanic community, and corporations which lack such involvement.

Minority procurement, and the problems of the Minority Business Development Agency, were discussed simultaneously. Mr. Font indicated that the problem with minority procurement is a result of the lack of linkages between Hispanic businesses and vendors. Ms. Dorita de Lemos Down, President of Conduit Group International, added that the 10% legislative set-aside for minority contractors under the Department of Transportation is of questionable efficacy due to the time delay in acquiring minority certification. She also suggested that once a contractor acquires minority certification in one state, reciprocity should be granted in other states.

The main problem with the Section 8(a) small business minority set-aside program centers on the lengthy (two to three years) and cumbersome process for acquiring minority certification. There was a concern that a policy should be developed to streamline this process. Mr. Harry Pachon, Executive Director of the National Association of Latino Elected and Appointed Officials (NALEO), mentioned that another problem is the lack of current data on 8(a) firms, segregated by ethnic group. He indicated that an analysis done by the Small Business Administration for NALEO reflects a decrease of $25 million during 1983 for Hispanic procurement under the Section 8(a) program.

Mr. Yzaguirre commented on the 35 federal agencies which have units known as Small and Minority Business Utilization Offices and their unresponsiveness to Hispanic concerns. These entities, with very few exceptions are not staffed by Hispanics and apparently do not view Hispanics as a targeted priority. A major effort to change the staffing pattern of these offices should be initiated.

Mr. Yzaguirre also indicated that the Minority Business Development Agency (MBDA) is experiencing a host of problems including low morale and reductions in force. The agency needs to shed some of its bureaucratic red tape such as prior approval, often long-delayed, for every task performed by its contractors and/or grantees. Another agency that is experiencing problems is the Small Business Administration's Minority Enterprise Small Business Investment Corporation (MESBIC) program. The MESBIC program is failing to provide capital for Hispanic business for several reasons: (1) nearly all the MESBICs created by corporations do not list Hispanics as a priority; (2) the few Hispanic MESBICs are undercapitalized; (3) the Small Business Administration does not provide the matching dollars in a timely manner to MESBICs; and (4) foundations and corporations are not providing the seed capital needed to form Hispanic MESBICs.

The obstacles to acquiring capital are many and complex. Lending institutions tend to be hesitant about making loans for minority businesses without federal loan guarantees or matching loans, and Hispanics have traditionally been underserved by federal minority and small business assistance programs. Moreover, high interest rates have made conventional investment capital prohibitively expensive in recent years. Yet Hispanics have less inherited capital than White non-Hispanics and have had less access to capital through senior management positions with large corporations. These factors have combined to create a major capital deficit in Hispanic communities, and to deter the development of successful Hispanic-owned businesses.

Dr. Alicia Cuaron, of Cuaron and Associates, Ms. Lourdes Miranda, of Miranda and Associates, and Ms. Dorita de Lemos Down, of Conduit Group International, stressed that Hispanic businesswomen face a lack of parity with Hispanic businessmen. They suggested that this is due to the exclusion of Hispanic businesswomen from the informal network of Hispanic businessmen. The impression that Hispanic businesswomen could not approach Hispanic businessmen for advice dominated the discussion.

Recommendations

The following summary of panel and participant recommendations were adopted:

- New legislative initiatives should be taken to re-establish federal support for the community development corporation (CDC) approach to community economic development.

- Trade covenants are appropriate and desirable mechanisms, and a forum must be developed to establish dialogue between corporations and Hispanic organizations for the purpose of developing trade covenants with measurable objectives and assuring that they are monitored and are fully implemented.

- [Addendum from a previous conference: The national Hispanic organizations must demand of the Secretary of Commerce that the "set-aside" share of procurement be consolidated and increased significantly, and that the General Services Administration (GSA) require of itself and of all federal agencies that a much greater level of procurement go to Hispanic businesses. Local groups must join in coordinated action at the state, county and city levels to visit and write their governors, mayors, councilmembers and legislators, to insist that a fair share of the procurement for those levels of government go to Hispanic businesses.]

- Action should be taken to alleviate the time delay and other obstacles to minority certification which limit the benefits of the 10% set-aside for minority contractors within the Department of Transportation.

- State government certification of minority contractors should be facilitated by arranging for reciprocity among the states.

- Data on firms which are part of the Section 8(a) small business minority set-aside program should be provided by federal agencies, with a breakdown by ethnic group.

- National Hispanic organizations should take a leadership role in establishing a dialogue with the Small Business Administration and other executive agencies to discuss policy and bureaucratic problems in certification of minority firms for the 8(a) program. Hispanic organizations should sponsor forums to discuss these policy issues with Hispanic businesses.

- Action should be taken to remove obstacles to gaining the capital needed for Hispanic business and industry participation. Specific capital formation and financing programs must be developed, with significant Hispanic involvement, and should involve private sector financial institutions as well as federal, state, and local governments.

- [Addendum: To generate equity capital, national groups should enlist the aid of the Secretariat for Hispanic Affairs of the U.S. Catholic Conference and other national religious institutions to seek financial commitments from the churches for Hispanic community economic development efforts.]

- [Addendum: Hispanic organizations should initiate action with key Congressmembers and work with local groups to advocate for a Domestic Development Bank, with funding in the range of $5 billion.]

- A climate of cooperation should be fostered between male and female Hispanic business owners, so that Hispanic businesswomen can gain parity with Hispanic businessmen.

- Action should be taken to publicize trade covenants and emphasize their importance with both corporations and Hispanic consumers, as a means of promoting attention to the Hispanic market.

ADMINISTRATION OF JUSTICE PANEL

CHAIRPERSON: Joaquin Avila, President and General Counsel
Mexican American Legal Defense and Educational Fund (MALDEF)

PANELISTS: Judge Ricardo Urbina, Associate Judge, Superior Court of the District of Columbia
Gilbert Pompa, Director, Community Relations Service, U.S. Department of Justice
Mari Carmen Aponte, Esq. President, National Hispanic Bar Association
Judge Nellie Soto, County Judge, Maricopa County, Arizona

Summary of Discussion

Joaquin Avila identified four major areas of concern related to the administration of justice, including:

- Abuse of police power
- Access to due process for Hispanics
- Immigration reform proposals and their implementation
- Distribution of resources within the judicial and penal systems

He explained that historically there has been widespread abuse of police power against Hispanics in this country, particularly in the Southwest, and that these abuses were the primary impetus for the development of MALDEF in the early 1970s. MALDEF originally attempted to ensure equal access to justice through civil litigation -- trying to obtain damages from police officers found guilty of abuses; however, this course was found to be inefficient and other methods were sought to reach the root of these problems. MALDEF then began working with the Community Relations Service (CRS) of the Department of Justice, using CRS as a mediator in areas with particularly significant police abuse allegations. Mr. Avila feels that this type of joint activity should continue and be improved in the future. He believes that it is important for local police departments to be sensitized to the needs of Hispanics and to attempt to meet those needs through better use of available resources.

Judge Ricardo Urbina continued on this theme by emphasizing that the general public, including persons within the justice system, do not understand Hispanics and their needs. He stressed that Hispanics do face discriminatory practices within the justice system, particularly those Hispanics who do not speak English and/or do not understand their legal rights. He feels that the availability of interpreters and the translation of key materials are imperative to providing any degree of access to justice for non-English-speaking Hispanics. He emphasized that persons who are unable to communicate with police, lawyers, judges, jail guards, bondsmen, and others will not receive equal treatment, and often cannot even get their basic needs fulfilled.

Judge Urbina also feels that an underlying problem concerning the equal administration of justice is the continued uncertainty of jurisdiction and authority between the executive and judicial branches of government. As a result of this ambivalence, many Hispanics have suffered from confused systems and changing practices. He feels that increased use of the political system is essential to improve the administration of justice of Hispanics. There should be more Hispanic judges, law enforcement officers, court personnel, and lawyers, as well as increased training of non-Hispanics within the system. He also stressed that often advocates seeking to improve conditions within institutions must use the media, or at least threaten to use the media, to force changes in practices.

Gilbert Pompa explained the involvement of the Community Relations Service in administration of justice issues at the local level. He said that often the only discriminatory actions occurring at the local level which spark confrontations are those related to police/minority relations. He believes that among minorities there is a general perception of unequal justice and a feeling that local officials will not do anything about these inequalities. At the local level, this perception often leads to an immediate call for federal intervention following a racially motivated incident of excessive use of law enforcement power. Many times federal intervention is sought by local officials as well, as a means of "passing the buck." However, Mr. Pompa stressed that federal involvement almost always equals local inaction. He feels that local District Attorneys' offices must be held accountable for intervening on behalf of Hispanics and that the failure of these offices to uphold victims' civil rights should be investigated.

Mari Carmen Aponte said that the solution to disparities in the administration of justice requires careful planning and consensus in the Hispanic community. She is concerned with two main issues: equality of access for all Americans and parity in the treatment of all immigrants. She feels that an important means of ensuring equal justice for Hispanics is the availability of bilingual information and interpreters. She advocates the development of a strong coalition of Hispanics who would sensitize policy makers to Hispanic concerns, including improvements in the judicial system and a more flexible immigration policy which discourages discrimination, expedites naturalization, and provides less discretion for the Immigration and Naturalization Service.

Judge Nellie Soto urged efforts to increase Hispanic awareness of the judicial system and to increase the number of qualified Hispanic judges, lawyers, court reporters, and interpreters. She emphasized that often persons hired to translate and interpret information for Hispanics at the lower judicial levels are unqualified, and therefore many Hispanics become victims of a system which they do not understand and with which they cannot communicate. She also believes that improved Hispanic visibility and communication could be achieved through the development of a national organization for Hispanic judges. Judge Soto is particularly concerned with recent reductions in the Legal Services program, which she views as a vital resource in the Hispanic community, and she urged strong support for increasing the vitality and impact of the Legal Services Corporation.

General discussion followed these presentations, with a number of other issues brought up for consideration by the group. One suggestion was that re-instituting the Hispanic Advisory Committee to the Attorney General might have a positive impact on a number of issues raised by panelists. Others recommended that the panel address federal enforcement of civil rights laws and protections. A final issue raised concerned juvenile delinquency, including the need for funding of delinquency prevention programs and improvements in the public school system and in the community which will encourage Hispanics to remain in school and graduate.

Recommendations

- Federal funds should be designated to provide increased access to justice for Hispanics in this country. Funds should be used for such purposes as interpreters in the court system, translation of key materials related to the rights of individuals, and training of Hispanics and others within the judicial, penal, and law enforcement system.

- The Hispanic Advisory Committee to the Attorney General should be reinstituted as a mechanism for ensuring that Hispanic issues and concerns are regularly addressed by Department of Justice.

- Strong monitoring and commitment is essential to address issues related to the disparate sentencing of Hispanics within the judicial system.

- Strict enforcement of federal civil rights laws and policies -- including Fair Housing laws, the Voting Rights Act, Title VII of the Civil Rights Act dealing with employment discrimination, and Title VI and other laws and regulations designed to ensure equitable access to and treatment in federally funded agencies, institutions and programs must be assured.

- Monitoring must be carried out by the Department of Justice of potential civil rights violations by District Attorneys' offices which handle cases involving minorities differently from those involving non-minorities.

- The vitality and impact of the Legal Services Corporation must be maintained and improved in order to assist low-income persons in obtaining equal justice.

- [Addendum from a previous conference: The Hispanic community must be trained to represent itself and to understand and use available legal advocacy resources. More lawsuits should be instituted to assure that Hispanic rights are protected, and Hispanic legal defense groups should be supported and expanded.]

- Support should be provided for the Roybal Immigration bill, which does not include employer sanction provisions, permits wider application of the legalization process, includes increased funds for INS service delivery, prohibits local police from being involved in INS enforcement, and seeks to curtail abuses against Hispanics within the INS system.

- Support must be provided for more equitable application of asylum procedures, particularly as they affect persons fleeing political situations in Latin American countries.

- Funding should be re-instituted for local delinquency prevention and other juvenile justice projects, including alternatives to incarceration, with priority given to funding of projects operated by community-based organizations. Such organizations should be viewed as a primary mechanism for assuring positive activities and services for Hispanic youth.

- Improvements must be made in those institutions which can help prevent juvenile delinquency; special emphasis must be placed on increasing the capability of the public school system to serve Hispanic youth and encourage them to remain in school and to graduate.

ENERGY PANEL

CHAIRPERSON AND PRESENTER: Santana Gonzalez, Gulf Oil Corporation, and Chair, Hispanic Energy Forum

Summary of Presentation

This panel included presentation of a paper followed by a number of remarks by resource persons and energy specialists. Santana Gonzalez summarized his prepared paper, providing an update on the dialogue initiated between the energy industry and the Hispanic community after the Second National Hispanic Leadership Conference in 1980. That conference led to the formation of the Hispanic Energy Forum, established to bring together Hispanics in the energy industry who were interested in identifying and analyzing energy issues affecting Hispanics. Mr. Gonzalez provided participants with an overview of studies conducted over the last four years, provided a summary of the continuing dialogue between the energy industry and Hispanics, and offered several recommendations for an Hispanic energy policy.

Mr. Gonzalez's paper made four main points regarding Hispanics and energy:

- Hispanic leaders recognize the importance of energy issues and the need to become informed on matters related to the energy industry.
- The continued development of the country's natural resources is imperative to meet the ever-growing energy needs of the nation and of the Hispanic community.
- It will be difficult to meet the energy needs of the country unless the industry is given more access to federal lands and is permitted to carry out offshore as well as onshore exploration.
- Hispanics will gain increased job and economic opportunities only if there is an expanding national economy -- and an expanding energy industry.

He noted that Hispanic leaders are especially concerned with energy in terms of job opportunities and rising prices resulting from fuel shortages which disproportionately affect Hispanics and other low-income persons. Additionally, since many promising energy resource centers are located in areas with significant Hispanic populations, energy exploration offers hope of new jobs and economic development. Mr. Gonzalez recommended that the National Hispanic Leadership Conference support continued conservation efforts and efficient use of energy, development of all types of domestic energy resources, increased access to energy-rich areas both offshore and onshore, reasonable standards to facilitate energy development while protecting the environment, and opposition to efforts to impose leasing moratoriums.

Mr. Gonzalez also noted that the National Council of La Raza (NCLR) had prepared a response to his paper outlining Hispanic expectations of the energy industry. The NCLR paper stated that although Hispanics could support some energy industry recommendations out of "enlightened self-interest," Hispanic support for other industry recommendations should be contingent upon reciprocal actions from corporations in the energy industry. These actions include: maintain strong equal employment opportunity and affirmative action programs; establish effective minority vendor programs; support low-income energy assistance, including weatherizations; provide legislative support on key civil rights legislation; and financial and in-kind support to Hispanic organizations.

Summary of Discussion

Representatives from a number of members of the energy industry and other participants served as resource persons for the Energy Panel discussion.

Al Hernandez of Mobil Oil Corporation spoke about the long lead time required for offshore oil drilling, stating that it takes eight to 12 years before the general public receives benefits. He reminded participants that the present supply of fuel will not last indefinitely, and stated that we face another fuel shortage comparable to that of 1973 if offshore oil exploration and development do not continue.

Larry Trejo of El Paso Electric Company commented that the United States needs to develop all its energy resources, and stated his belief that the growth of energy resources and further development will result in a booming economy, subsequently creating an increase in jobs for Hispanics.

Former Equal Employment Opportunity Commissioner Armando Rodriguez stated that Hispanic involvement in energy is extremely limited with the exception of their being energy consumers. Mr. Rodriguez attributed the lack of Hispanic participation in energy administration, policy implementation, contracting, public information, and politics to lack of knowledge and education. He went on to stress both the importance of increased Hispanic involvement, and the need for the implementation of affirmative action programs within energy-related corporations.

Hank Aguirre, Director of Special Projects, Head Start Bureau, and Maryland State Director of the American G.I. Forum, articulated his concerns about the need for affirmative action programs, and his belief that corporations are not actively recruiting Hispanics. Mr. Aguirre stated that corporations too often do not recruit at universities with large Hispanic enrollments.

Juanda Kirk from the American Petroleum Institute commented that the number of Hispanics employed by the industry is limited by the fact that energy is not a labor-intensive industry. She also reiterated that the availability of adequate energy at a reasonable cost affects the whole economy. In addition, Ms. Kirk reported that the Minority Vending Organization within the industry has held seminars on minority vendors, and a

few corporations have committed themselves to implementing aggressive affirmative action programs.

John Tucker of the American Gas Association expressed concern that the Hispanic community has been shortchanged over the years and is far behind the Black community in obtaining what it deserves from the industry. Mr. Tucker noted that plans and timetables, both short- and long-term, need to be implemented. He also stated that affirmative action programs are mandatory, not optional, and that Hispanics should not trade their support for industry issues for something which industry owes them as a matter of compliance with civil rights laws.

Recommendations

Hispanics should continue to support:

- Energy conservation efforts and efficient use of energy;
- Development of all types of domestic energy resources, including oil, natural gas, and coal, as well as alternative fuels;
- Reasonable standards which facilitate energy development while protecting the environment; and
- Opposition to federal and state legislative efforts to impose leasing moratoriums on offshore and onshore energy-rich areas, or to add any new or excessive restrictions on energy development, so long as adequate protection for the environment can be assured.

The energy industry should continue to maintain:

- Strong equal employment opportunity and affirmative action programs, including active recruitment, and special efforts such as education and training assistance to prepare Hispanics for good-paying, high-mobility skilled jobs in energy.
- Effective minority vendor programs including special efforts such as active searches for Hispanic businesses, and efforts to inform them of vendor opportunities.
- Support for low-income energy assistance, including weatherization, rather than merely cash payments, since weatherization makes a dwelling more energy efficient and thus lowers energy costs in the long run, while cash payments meet only an immediate need for financial assistance. Weatherization programs run by community-based organizations should be specifically mandated, since they create jobs and provide opportunities for skill training.
- Legislative support on key civil rights issues. If Hispanic organizations are to spend their very limited resources in actively supporting legislation of great interest to the energy industry, then they should expect that energy companies will reciprocate on at least some major legislation of special concern to Hispanics.

- Financial and in-kind support to Hispanic institutions, including the provision of loaned executives and participation of energy industry executives on the voluntary boards of Hispanic groups.

MEDIA PANEL

CHAIRPERSON: Manuel Bustelo, Publisher, El Diario La Prensa
PRESENTER: Antonio Guernica, President, Guernica and Associates

Summary of Presentation

Antonio Guernica provided a paper on Hispanics and the media. He explained that Hispanic underrepresentation in the media and the media's generally negative portrayal of Hispanics continue to hamper the Hispanic drive for parity and equality in the United States. Hispanic ownership of electronic media outlets has remained unchanged during the last four years, although federal programs to encourage minority broadcast station ownership do exist. In addition, the increase in Hispanic employees in mainstream broadcast stations between 1974 and 1980 has been marginal, and numbers are still well below the percentage of Hispanics in the labor force. One reason for this lack of real progress is a dearth of Hispanics in media policy-making positions, the one exception being Federal Communications Commission (FCC) Commissioner Henry Rivera. The greatest hopes for improving this situation are Rivera and the several, mostly fledgling, Hispanic media organizations.

Derogatory portrayals of Hispanics remain the norm in mainstream news and entertainment outlets, with the exception of a.k.a Pablo. Overall, the only sources of alternative portrayals are the Hispanic-oriented radio and television stations, newspapers, and magazines. The main avenue that should be taken to reverse this situation is to enlighten the mainstream media to the numbers of people and the potential dollars involved once they make a decision to target the U.S. Hispanic population as one of their primary audiences, something which in general has not been done.

Summary of Discussion

Instead of a formal panel discussion, there was open dialogue involving all participants. The first topic of discussion was the lack of motivation on the part of the mainstream media to improve their treatment of Hispanics. Some panel participants feel that since Hispanics are already tuned in to existing programming and consume existing commercial products, the mainstream media have no reason to make a special effort to reach them. Others disagree, saying that Hispanics do not fully participate, that is, write letters or otherwise correspond with mainstream media, expressing their opinions on various media products. The suspension of of a.k.a. Pablo was used as an example of not enough feedback from Hispanics, although Manuel Bustelo said the show was cancelled because of negative feedback from some Hispanics.

Mr. Bustelo also offered the New York Daily News as an example of an effort by a mainstream periodical to reach the Hispanic audience that was made simply because the paper realized it could no longer afford to ignore or present negatively the large audience that Hispanics represent. Unfortunately, the paper simply had a Puerto Rican editorial column reprinted as a regular feature; the writer is from the island and so is not aware of the reality of Puerto Ricans in New York. Nevertheless the pressure of numbers can be used successfully, and should be applied at every appropriate point.

Most agreed that there are too few national Hispanic organizations which handle media issues. There should be workshops at the community level to convince the local media that media services, such as advertisements of Hispanic events or presentations of the Hispanic point of view on social or political issues, are needed by the Hispanic community. The media's considerable support of Blacks and the Black Congressional Caucus' efforts against group ownership of media outlets, were offered as situations Hispanics should strive to replicate.

Because the Hispanic Congressional Caucus has not taken a position on group ownership of media outlets, it was suggested that FCC Commissioner Rivera be encouraged to form a coalition with the Caucus to fight such a trend. Objections were raised concerning the feasibility of such a coalition because many politicians will not take on the media because of their political influence. A question was raised about the extent to which Hispanics employed by the mainstream media can continue to support Hispanic efforts to change the media. Several participants felt strongly that it is most desirable to have Hispanics in senior positions in the mainstream media corporations, and that this need not make them insensitive to Hispanic concerns. Rather, they may have an excellent opportunity to effect change from within the corporations.

David Vidal, of the Hispanic Policy Development Project (HPDP) and formerly of the New York Times, said that there is a tendency to exaggerate the problem of Hispanics and the media. It comes down to letting the media know of a group's presence, something that Hispanics have not done and are not doing. Advocacy to him is not as important as sending letters to the editors of magazines, newspapers, and other media outlets. Numbers, he said, do not mean a thing to editors without concrete feedback from those numbers. Carmen Zapata, of the Bilingual Foundation of the Arts, disagreed, charging that networks are not reacting to letters and sometimes even deny their existence. She proposed pressuring the networks to divulge the actual number of letters received from Hispanics.

There was disagreement over the methods which should be used to put pressure on the media. Some participants urged advocacy, while others said that advocacy would be a misdirection of resources; only once in U.S. history has a broadcaster lost its license because of legislative pressure. Most agreed that the approach should be based on the Hispanic market: dangling the carrot of tens of millions of goods-hungry Hispanics in front of the media. The object of such an effort is to increase the employment of Hispanics in reporting, editing, and management positions, so that policy decisions will be made with Hispanic needs in mind.

A strong effort was suggested to communicate with other reporters who may be potential allies if made aware of these problems. Optimism was expressed over the establishment of the Hispanic Media Conference as a means of monitoring and pursuing avenues of action in the media.

It was suggested that a national advertising campaign be initiated to educate both the media and commercial advertisers on the size, buying power, and growth of the Hispanic population. Ownership of media outlets was also stressed as an absolute necessity. Suggested methods for ownership included approaching insurance companies, lending institutions, and other funding sources to convince them of Hispanic buying power and stability, in order to establish a large media-focused Minority Enterprise Small Business Investment Corporation (MESBIC), which would have the financial power to compete with the large media firms.

Referring to the debate over multiple ownership and the need for advocacy, one participant suggested that an independent organization, along the lines of the National Black Media Coalition, be formed to advocate for Hispanic media concerns. Charlie Ericksen of Hispanic Link, Inc., suggested that the Hispanic Leadership Conference work with the American Society of Newspaper Editors (ASNE) and the National Association of Hispanic Journalists (NAHJ) to help ASNE fully integrate newsrooms by the year 2000, and to develop programs and strategies designed to provide the public with a balanced view of Hispanics in the United States.

There was general agreement that the approach of lawsuits against the networks is not working. Networks need to be confronted not with legislation or lawsuits but with the sheer numbers of Hispanics and the fact that they will not tolerate continuing misrepresentation and underrepresentation. There was also agreement that presentations made to the networks should be focused on specific problem areas and solutions, so that the proposals made will be feasible and attractive.

Recommendations

Candidates, elected officials, and representatives of Hispanic organizations should take action to implement the following recommendations:

- The Federal Communications Commission (FCC), as well as other federal agencies, should be confronted on the issue of the underrepresentation of Hispanics in media employment, including within the FCC, public broadcasting, and privately owned media organizations. The FCC should also address the scarcity of Hispanic programming, with the aim of obtaining regulations requiring parity in the representation of every minority on the nation's electronic media.

- Equal Employment Opportunity Commission (EEOC) involvement should be demanded to help increase the employment of Hispanics throughout the media, especially in higher management positions.

- A Year of the Hispanic in the Media should be proclaimed, in order to provide a forum for an extended, selective, and focused effort to improve the standing of Hispanics in the media.

- Scholarships, fellowships, grants, and other economic assistance must be increased, to enable Hispanics to penetrate the prestigious media training institutions, and to increase the number of trained Hispanic media professionals. [Addendum from a prior meeting: The commercial and public broadcasting media and the press, directly and through such entities as the FCC, the National Association of Broadcasters (NAB), and American Society of Newspaper Editors (ASNE), should provide programmatic and financial assistance to increase the number of Hispanics trained as media professionals.]

- The elimination of the current FCC regulations which ban ownership of many media outlets by a few individuals and corporations should be opposed; the ban should be continued in order to keep open opportunities for Hispanic media ownership.

- Minority Enterprise Small Business Investment Corporation (MESBIC) assistance to Hispanic media concerns must be increased, in order to develop Hispanic media outlets which have the resources to compete with the financially powerful mainstream media corporations. A Hispanic media-focused MESBIC should be established in order to increase Hispanic ownership of electronic media outlets.

- [Addendum: The FCC and NAB should examine their current policies and programs and take direct steps to increase opportunities for Hispanic ownership of radio and television stations, public and commercial.]

- An Hispanic equivalent to the National Black Media Coalition should be established.

- The Hispanic Leadership Conference should work with the American Society of Newspaper Editors (ASNE) and the National Association of Hispanic Journalists (NAHJ) to achieve the following:

  .. To fully integrate newsrooms by the year 2000; and

  .. To develop programs and strategies aimed at providing the public with balanced coverage of Hispanics in the United States.

- [Addendum: Of fundamental importance in resolving all problems related to Hispanics is the ability to communicate these problems and solutions not only to ourselves, but also to the dominant society. This means that Hispanics must recognize the urgent need to develop the skills and understanding necessary to make effective use of the media.]

- Hispanic organizations should provide workshops at the community level to train local Hispanics to meet with the media and to convince them that the Hispanic community must receive more complete and accurate media coverage. This may be accomplished partly by making the mainstream media more aware of the size and growth of the Hispanic market, and partly by joint action stating Hispanic dissatisfaction with misrepresentation and underrepresentation of Hispanics in the media. [Addendum: Hispanic organizations must increase their skills in obtaining positive media coverage of their activities and of the strengths and contributions of the Hispanic community. Corporations and media organizations should support training to help accomplish this.]

EDUCATION PANEL

CHAIRPERSON: Dr. Juan Rosario, Executive Director, ASPIRA of America
PRESENTER: Dr. Gloria Zamora, President, National Association for Bilingual Education
PANELISTS: Ed Aguirre, Chairperson of the Board, National Hispanic University
Gil Chavez, Director, Office for Hispanic Concerns, U.S. Department of Education
B. Roberto Cruz, President, National Hispanic University
Cecilia Frantz, Deputy Assistant Secretary for Elementary and Secondary Education, U.S. Department of Education
Dr. Sarah Melendez, Associate Director, Office of Minority Concerns, American Council on Education
Jesse Sorriano, Director, Office of Bilingual Education and Minority Languages Affairs, U.S. Department of Education

Summary of Chairperson's Statement

Juan Rosario opened the panel discussion by emphasizing that solving the educational problems facing Hispanics is one of the major challenges facing our country. He called for the development of a four-year education agenda which includes well-planned and pedagogically sound educational reforms. He reiterated Hispanics' traditional support for a strong federal commitment to education in general and bilingual education in particular.

Summary of Presentation

Gloria Zamora began her comments on the educational challenges facing Hispanics by stating that the recent reports on the state of education have little to say about Hispanics, and categorizing the quality of education available to Hispanic children as "intolerable." Dr. Zamora called for Hispanics to pay increased attention to the need for early childhood education which is growing along with the numbers of working mothers, female-headed households, and mobility which makes family care less available. The low pay available to Hispanic women places their children at risk economically, nutritionally, developmentally, and educationally. She called for the establishment of more state and locally funded day care centers which are sensitive to the language and cultural needs of the children, and stated that bilingual education is particularly critical during early childhood.

Dr. Zamora urged the federal government to assume its proper role as protector and enforcer of educational civil rights. She also called attention to the necessity for both excellence and equity, stating that "excellence without equity is an elitist system of education." Dr. Zamora discussed the need for high-quality, modern vocational education programs and noted that

vocational programs in schools with high Hispanic enrollments are generally outdated. She stated that bilingual education continues to be a "keystone" education issue for Hispanics, and called it the greatest opportunity for the "fullest cognitive and language development."

Finally, she highlighted postsecondary educational concerns, which include: improving Hispanic access to higher education, ending the misuse of standardized test scores, reducing the numbers of Hispanics who leave college without completing degrees, and improving student financial aid. Because of the high Hispanic dropout rate, she said, it is also important to support efforts to increase the number of Hispanics who are qualified to enter postsecondary institutions. Adult Basic Education programs, training and retraning for limited-English proficient adults, and outreach efforts for Hispanic women are especially important.

Summary of Panelists' Remarks

Sarah Melendez told participants that there can be no excellence in education where a substantial portion of any group is not achieving excellence. She echoed Dr. Zamora's call for more attention to early childhood education, citing the increasing numbers of female-headed households, which have an average family income of $8,000 per year. She called for the federal government to take the lead in exploring with states how to improve access to subsidized and extended day care for working mothers. Dr. Melendez called for Hispanics to insist that foreign language programs also include components for maintaining native languages. She concluded by calling upon Congress to pass the Kildee/Corrada bilingual education reauthorization bill and the Simon higher education reauthorization bill.

Roberto Cruz called for Hispanics to look for new solutions to old educational problems and recommended that the Hispanic community pursue partnership funding with the private sector for educational programs. He spoke of the necessity for Hispanics to build their own institutions which provide high expectations, role models, and strong support systems for students. Black colleges have graduated 70% of the Black leadership, he noted.

Gil Chavez spoke of the National Network of Hispanic Educators, which grew out of a previous Hispanic Leadership Conference. He also called on participants to arrive at very specific recommendations which can be translated into federal education policy.

Jesse Sorriano called on the Hispanic community not to become dependent on the federal government but to look for new solutions. He charged that many Hispanics have gotten stuck in an "old rut," relying too heavily on bilingual education to solve a multitude of complex educational problems. He advised the community to turn to litigation to promote educational equity and stated that Hispanics "cannot hold out our hands to the federal government ... [but] must turn more and more to our courts." Court decisions, he said, institutionalize change.

Cecilia Frantz spoke about Chapter 1 (Compensatory Education) and Chapter 2 (the Education Block Grant) of the Education Consolidation and Improvement Act of 1981. With regard to Chapter 2, the Education Block Grant, she called for additional parent involvement and charged Hispanic parents with the responsibility of insisting that the funds be targeted. She also called for Hispanic parents to have a very strong voice in the education of their children.

Ed Aguirre condemned the public school system as having failed the Hispanic community and warned against attempts to simply patch up a system which doesn't work for Hispanics. He cited the need for Hispanic institutions and for the Hispanic community to achieve educational excellence on its own terms. Dr. Aguirre also noted that the new Job Training Partnership Act, which provides funding for many vocational training programs, does not meet the needs of Hispanics.

Summary of Participant Discussion

Participants responded to panel member comments and raised some additional issues. Responding to recommendations for increased reliance on litigation, Mario Obledo, President of LULAC, said that the last thing Hispanics should resort to is litigation, noting that it can take 10 to 15 years to get a court order. He also noted that litigation is expensive and the Hispanic community is one of the poorest of all American communities. Mr. Obledo told participants that the federal government has an obligation to safeguard civil rights and that in holding the federal government to that obligation, Hispanics are only asking for a fair return on their investment in taxes.

Rafael Magallan, Executive Director of the Hispanic Higher Education Coalition, noted the value of developing Hispanic institutions but stated that most Hispanics are in public educational institutions and will remain there. He called for continuing efforts to hold public institutions accountable and to seek additional participation in the governance of public institutions.

Pepe Barron, Executive Director of El Congreso de Asuntos Colegiales, reminded participants of the role played by community colleges, and called for support of those institutions which are providing positive programs. He recommended that presidents of community colleges establish transfer agreements with four-year institutions to facilitate the transfer of Hispanic students who wish to complete four-year degrees.

Several participants called attention to the need for more Hispanic and bilingual teachers in the public schools.

Recommendations

- The President, the Congress, and the states should assume an active and visible leadership role in the development and implementation of educational policies and programs which address the issues of excellence and equity in education for Hispanics.

- The President, through the Departments of Justice and Education, should vigorously monitor and enforce current statutes that promote educational equity.

- Congress should reauthorize, strengthen and increase funding for Title VII, the Bilingual Act; specifically, Congress should enact and the President sign into law H.R. 5231, the Academic Equity and Excellence Through Bilingual Education Act of 1984 (the Kildee-Corrada bill).

- The federal and state governments should increase funding for effective education programs which benefit Hispanic and other students, including Head Start, Chapter 1, Chapter 2, Follow Through, Special Education, Gifted and Talented programs, and programs for migrant students.

- Congress should revise the Education Block Grant program and states should adopt procedures to assure that monies are targeted and distributed equitably, do not supplant local funds, and meet the needs for "high cost" children for which they were intended. Additionally, Congress should assure that states comply with federal civil rights laws and monitor nondiscrimination provisions of the law.

- [Addendum from a previous conference: A massive effort must be launched at the national level to increase dramatically the numbers of Hispanics entering higher education and to establish financial assistance and support services such as counseling to ensure that a growing percentage of Hispanics graduate from four-year colleges and obtain professional and graduate degrees. Hispanic organizations and leaders should cooperate in this effort.]

- Congress should enact and the President should sign into law legislation to improve the quality of and access to post-secondary educational opportunities for Hispanics, specifically H.R. 5240, the Higher Education Reauthorization Act.

- The President and Congress should vigorously enforce P.L. 94-311, which requires the "collection and regular publication of statistics indicating the social, health, and economic condition of Americans of Spanish origin or descent"; and require that the information be provided by subgroups within the Hispanic population.

- The federal government should require that all federally-funded elementary and secondary educational programs contain formal, continued, and substantive Hispanic parent involvement and that federal funds be provided for training of Hispanic parents in educational policy and leadership development. States should take similar action regarding state-funded programs.

- The Congress, the President, and the states should recognize the valuable linguistic resource of the nation's Hispanic people, and adopt a language policy and finance programs designed to encourage the development and preservation of Spanish as well as the acquisition of

the Spanish language by all those who may so desire as a means to facilitate communication and trade with Spanish-speaking countries.

- [Addendum: Hispanics should advocate for action on many of the recommendations contained in the Report of the President's Commission on Foreign Languages and International Studies, most of which have not been fully discussed or implemented.]

- All federal and state education programs should target funds for Hispanic and limited-English proficient (LEP) children.

- Many tests used by the schools are culturally biased. Therefore, while such tests are necessary in some situations, tests should not be approved for use unless they have been fully validated for Hispanics through using appropriate research procedures.

- Congress should re-establish categorical aid for desegregation of school districts. Such legislation should include participation by nonprofit, community-based organizations representative of the minority groups in the desegregating districts, and require that desegregation programs be implemented in such a way as to accommodate the linguistic needs of Hispanic students.

- [Addendum: Hispanic organizations must formulate a school finance reform strategy on a national level, to attack unequal allocation of funds to school districts. At present, Hispanic Americans, who tend to live in low-wealth school districts, tend to pay disproportionately higher taxes but receive lower per pupil allocations. Educational allocations should be based on student needs and not on the wealth of a school district or municipality.]

- Congress should enact legislation to provide support for Hispanic institutions of higher education and for other educational institutions throughout the United States with high concentrations of Hispanic students. Special educational set-asides should be sought for institutions of higher education with predominately Hispanic student bodies, with priority given to those with majority Hispanic student bodies. An example cited was legislation currently pending before the House of Representatives to provide funding for the National Hispanic University.

ARTS AND HUMANITIES PANEL

CHAIRPERSON: Dr. Arnhilda Gonzalez-Quevedo, Assistant Vice President for Academic Affairs, Florida International University, and President, National Council on Hispanic Culture

PRESENTERS AND PANELISTS:
Dr. Felipe de Ortego y Gasca, Director, Institute for Intercultural Studies and Research, Our Lady of the Lake University
Dr. Arturo Morales-Carrion, Executive Director, Puerto Rican Endowment for the Humanities
Carmen Zapata, President, Bilingual Foundation of the Arts
Irene Campos-Carr, Director, Family and Community Project
Miguel Rosario, Chairman of the Board of the Association for Hispanic Arts
Marta Istomin, Artistic Director of the John F. Kennedy Center for the Performing Arts
Guadalupe Saavedra, President, Hispanic Quincentennial Commission

Summary of Chairperson's Statement

Dr. Arnhilda Gonzalez-Quevedo opened the session by addressing needs identified in workshops and conferences held during the past two years in each of the six regions of the National Council on Hispanic Culture:

- Development of a network among the different Hispanic cultural organizations;
- Establishment of a clearinghouse to access information on Hispanic arts and culture;
- Establishment of a national Center on Hispanic Arts and Humanities; and
- Development of an action plan to incorporate qualified Hispanic artists and humanists into decision-making positions at all levels.

Dr. Gonzalez-Quevedo emphasized the importance of involving all Hispanic groups so that by working together, these goals can be attained.

Summary of Presentations

Dr. Felipe de Ortego y Gasca presented his paper, entitled American Hispanic Literature: A Brief Commentary. Hispanic writers in America are almost always ignored, he noted, or confused out of ignorance

with the Latin American writers. Although the culture of Spain penetrated far and wide into North America, most modern literary scholars continue to deny "non-English American literature" a place in the American canon. Just as the "British Period" in American literature begins with the first permanent settlement in 1607, so too the "Hispanic Period" should begin with the first permanent Spanish settlement in 1565. To deny this is to deny the literary heritage not only of the modern Hispanics but of all Americans.

Dr. Ortego y Gasca indicated that Hispanic writers in the United States are of two groups: the foreign-born and foreign-oriented writers, often political exiles; and the writers who are indigenous to the United States. Of the exiles, the Cubans can be seen generally as preserving the traditional Cuban literary values and attitudes against what they consider to be subversive works of the Cuban Marxist writers. There are, however, Cuban American writers who are breaking their fathers' polemical traditions in favor of confronting the realities of an uprooted people. Puerto Rican writers are also split, some writing in the still strong traditions of the island, others writing of discrimination, alienation and oppression on the mainland. Mexican American writers have a much older and more complex tradition of literature in the United States because of their longer status as residents. In the beginning their works mirrored the art of Mexico; slowly they came to choose English as their vehicle, until in the "Chicano Renaissance" of the 1960s and 1970s writers gave up trying to be accepted by mainstream publishers, gave up writing in the romantic and pastoral mode, and began printing their own work and writing of the "revolution," mostly dealing with emotional and intellectual inquiry into the tensions between Chicanos and Anglos.

According to Dr. Ortego y Gasca, Anglo views of American Hispanic literature have created a paradigm by which Hispanic literature has been judged, and little value has been placed upon it except when an Hispanic writer sides with the prevailing Anglo view of Hispanics. Hispanic critics need to change this by exploring and explaining the relationship between Hispanic American literature and mainstream American literature.

Dr. Arturo Morales Carrion presented his paper, The Humanities and the Hispanics: Breaking the Crust of Prejudice. The Puerto Rico Endowment for the Humanities, he said, believes in looking not only inwards to the roots of our culture, but outwards to our brothers of all races in the Atlantic Community, including the United States, South America, and east to West Africa. The arts and humanities are not obsolete; they are crucial to our understanding of human values, the human predicament, and the world of inner perception and imagination. Hispanics come from an ancient past full of culture and struggle. The histories of Spain, Latin America, the Caribbean and the United States have not treated us kindly, and have created some of the stereotypes that we have to fight today; it is our literature that gives us the courage and wisdom not to dwell in the past, but, as Don Juan Matus advised Carlos Casteneda, to confront the weird, challenging present, and make every action count.

To do this, says Dr. Morales-Carrion, we must work to refute and revoke both types of the so-called "Manifest Destiny" proclaimed in this

hemisphere -- that the Anglo race is the chosen race, and that the mestizo race has somehow fallen from the grace of God to a fate of menial labor on the fringes of society. We must gradually replace these ideas with those of equal respect for both cultures. North Americans must realize that by the twenty-first century the most widely used language in this hemisphere will be Spanish, and they must also realize that Spanish is no threat to the American dream, having long ago penetrated deep into the American culture, just as English has penetrated deep into the Latin culture, without diminishing the integrity of either.

We must insist that the idea of racial purity is itself a very impure notion; that Hispanics, like everyone, have a right to their traditions; and that the learning of Spanish will not undermine, but enrich and be enriched by, English. Let us assure the "nervous Nellies" that English will continue to be the essential crucible of American nationality, and warn them of two truths: that the fetish of monolingualism is unrealistic, counterproductive, and isolationist in nature; and that to consider bilingual education as merely a bridge to the majority language implies to the Hispanic the obliteration of Spanish. To accept these tenents would be to show American empathy and an ability to transcend cultural ethnocentrism and narrow, jealous nationalism. In the realm of the arts, pressure should be put on the Endowments to realize that the Hispanic current is also capable of creative excellence.

The world, concluded Dr. Morales-Carrion, needs the wisdom to understand that we are here for only a very short while, that every act counts, and that unless we tend to our social responsibility, we will become, as Calderon said, the monsters of our own labyrinth. These perceptions are very much alive in the Hispanic heritage. They should be used to break the crust of prejudice.

Carmen Zapata summarized points she had made in recent testimony to Congress. She stressed the need for aid to train our artists and scholars, who are often too poor to go to college. We also need to support the Hispanic community, which is too often passed over and denied the enjoyment of the arts, especially since the recent reductions in touring production funds.

To support Hispanic theater is not only to support the fight against the negative portrayal of Hispanics, but also to add to U.S. society a rich and ancient culture.

Ms. Zapata recommended that the Hispanic Caucus learn the state of Hispanic art in the United States, and develop a position paper calling for an increase in its support by the National Endowment for the Humanities. This would create an interest in Hispanic cultural needs, and a way of sharing advocacy information on behalf of Hispanic arts, so that pressure may be exerted upon the lawmakers in an orchestrated manner.

Irene Campos-Carr made a presentation entitled The Arts and the Humanities: A Midwest Focus. We need, she said, channels of dissemination, cultural art centers, and museums, both to incorporate ourselves with the larger society and to bring together Hispanic artists, poets, and writers.

We need to pool our resources in the Midwest. We need to help the Hispana writer in the Midwest to transcend her stagnation. We also need to work in collaboration with the community, writing proposals for programs which will lead to a greater understanding of the Hispanic experience.

Miguel A. Rosario summarized several points for discussion. In order to overcome the difficulty of making inroads in the American scene, Mr. Rosario said, Hispanics, who may become the largest minority population by the year 1990, must confront the following issues in the following ways. First, since Hispanic art is frequently reviewed negatively by non-Hispanics who are ignorant of our aesthetics, we need to increase the representation of Hispanics on the decision-making bodies in charge of opportunities and funding; explain through Hispanic reviewers, advertisers, and other forms of "cultural outreach" the medium of the art to the mainstream audience; and better tap the media for mainstream coverage of Hispanic artistic events. Second, many Hispanic artists need more training opportunities to reach their full potential, in both mainstream institutions and our own. Third, since expressing art in Spanish is not recognized by the mainstream community, we need to secure bilingualism as a way of life in the U.S. Fourth and last, we must support only those Hispanic artists that display high quality work, and criticize forthrightly any Hispanic whose work leaves something to be desired.

Summary of Discussion

New York State Senator Olga Mendez suggested that Congress be requested to contribute funds from their supplemental budgets to sponsor Hispanics. Armando Rendon, President of the Hispanic Public Affairs Association, recommended that Hispanics demand from Congress one dollar for each Hispanic in the country to be used for the arts. Marta Istomin said that Hispanics need to organize before they demand; they need to form the awareness of, and a constituency for, Hispanic arts in the Hispanic community. If Hispanics don't show up for their own cultural events, she said, referring to widely advertised events that have taken place at the Kennedy Center, how can Hispanic organizations ask for more money?

Ms. Zapata proposed having one national Hispanic organization champion the cause of Hispanic arts and humanities, so that Congressional media panels and the Public Broadcasting System (PBS) Board of Directors can be briefed on the problem and held accountable to participate in a solution. This would remove the artists' burden of asking for funds and having to face blacklisting for their outspoken views.

Dr. Gonzalez-Quevedo said that what is needed is a continued dialogue concerning arts and humanities. Such discussions should be scheduled at every Hispanic event, so that a continued and expanded groundswell of support for the arts can be achieved and maintained.

Mr. Saavedra made several recommendations. He urged that the conference ask the Hispanic Caucus to help bring a detailed description of the plight of the Hispanic culture in the United States to the attention of

the National Endowment for the Arts (NEA) and National Endowment for the Humanities (NEH). He also identified the need of Hispanics to build our own support systems, and tie our arts and humanities to business interests by building cultural centers, hotels, and other centers of communal activities to display our culture and bring in needed funds. He recommended the establishment of a National Hispanic Humanities Museum, funded by NEH and NEA. Finally, he recommended involving Hispanic business in the dissemination of Hispanic culture.

Recommendations

- The National Hispanic Leadership Conference should renew its commitment to the establishment of a National Center of Hispanic Arts and Humanities.

- Arts and humanities agencies such as the National Endowment for the the Arts (NEA) and the National Endowment for the Humanities (NEH) should be asked to take action to appoint qualified Hispanics to key decision-making positions.

- The Hispanic constituency should be educated about the state of Hispanic arts and humanities, locally and nationally.

- A position paper should be prepared based on information gathered through the National Hispanic Leadership Conference. This position paper should be shared with members of Congress who are advocates of the arts and the humanities, and support should be obtained from the Congressional Hispanic Caucus.

- Hispanic organizations' awareness should be increased concerning the value of Hispanic art and its contribution to the cultural fabric of American life by utilizing the conference network.

- Support for the Hispanic arts and humanities by the National Endowments should be increased.

- Dialogues must be established with national arts and humanities leaders in corporations and foundations as well as in government, such as those who serve on national arts and humanities councils and Presidential committees for the arts and humanities.

- The Hispanic organizations should ascertain the exact level of Hispanic representation on the staffs and among the funded artists and agencies of NEA, NEH, the National Council on the Arts, the Smithsonian Institution, the Corporation for Public Broadcasting, and others. Hispanic organizations should confront these agencies and hod them accountable for changes to increase Hispanic representation in the following areas:

  .. Policy and Internal Regulations - panel selection, proposal review, and selection of awardees;

.. Personnel - representation on professional staff, boards, councils, and panels; and

.. Budget - allocation and distribution of funds among groups, and assurance of an equitable percentage of funds appropriated to Hispanics.

- The "game plan" should be investigated for the arts and humanities over the next five years, both in terms of the government arts and humanities planning agenda and the private sector's efforts, such as the National Arts Stabilization Fund.

- A list of prominent Hispanic artists and humanists should be developed to be considered for appointments to local, state, and national commissions on the arts and the humanities.

- The arts and humanities should be included as part of the Hispanic economic and development agenda and the overall Hispanic agenda, as well as in all forums, seminars, and conferences.

- Management institutes should be developed for the Hispanic arts and humanities to prepare individuals to assume administrative responsibilities within the different arts and humanities councils and endowments. Also, training institutes must be provided to assist Hispanic artists in developing their skills. Participation of Hispanics should be encouraged in training programs available through the various arts and humanities institutes.

- Hispanics should develop a support system for the Hispanic arts and humanities by getting Hispanic businesses to support local efforts.

- Internship programs should be established at national museums to help Hispanics gain appropriate experience.

- Hispanic business owners and corporations should be encouraged to participate in the creation of Hispanic Art Museums to exhibit the talent of Hispanic artists.

- Arts and humanities groups should be assisted in establishing cultural centers and more community arts and humanities groups where artists, poets, and writers can come together, share ideas, and interact with others.

- Hispanic groups should work together in the development of proposals to obtain funds for the establishment of a clearinghouse of the Hispanic arts and humanities, for compiling and disseminating information, and creating a network across the United States and Latin America.

- Conferences and seminars should be supported which will bring together scholars from different ethnic groups for a better understanding of the Hispanic experience.

- Studies on Hispanic heritage should be developed and disseminated to other groups to make Hispanic heritage and experiences known. This will enable others to acquire a knowledge of the Hispanic culture and value system.

- Work should be done with media to eliminate stereotypes and better reflect Hispanic values and culture. Information on arts and cultural activities should be disseminated to the media.

- Hispanics must protect and secure bilingualism as a way of life in this country, taking a strong stand in favor of bilingual/bicultural education and utilizing the arts and humanities to add to the cultural and language enrichment of American life.

- Mechanisms should be developed to provide constructive suggestions to Hispanic artists to strengthen the quality of their work.

- Government support should be obtained for the continuation of touring art programs, especially to rural areas.

- The participants of the National Hispanic Leadership Conference should develop the capacity to present the views, needs, and accomplishments of the Hispanic artistic community to different arts and humanities groups as well as organizations and corporations. They should also present testimony on behalf of Hispanic artists before the Arts and Humanities panel in Congress during Hispanic Heritage Week.

- Hispanic groups should assist in the development of Hispanic youth artists groups to sponsor cultural activities and festivities where artists and humanities scholars will act and participate, so that their talents can be made known to key individuals from the performing arts who will attend these events.

CORPORATE AND PHILANTHROPIC RESPONSIBILITY PANEL

CHAIRMAN: Luis Nunez, President, National Puerto Rican Coalition
PANELISTS: Jesse Aguirre, Director, Corporate Affairs, Anheuser-Busch, Inc.
Ricardo Amundsen, Director, Special Markets, Coca-Cola, USA
Jose Berrios, Affirmative Action Officer, Time, Inc.
Dr. Michael Borrero, Former Executive Director, National Puerto Rican Forum

Supplementary Resources

The Preliminary report on a Study of Foundation Awards to Hispanic-Oriented Organizations in the U.S.: 1981-1982 was distributed to the panelists and participants, but was not discussed during the panel. The study, which was conducted by Armando Valdez of the Stanford Center for Chicano Research, focused on foundation support of Hispanic-serving organizations, as indicated by the number and size of awards. The study found that during the two-year period, 96 foundations in 18 states made 355 awards amounting to $17,294,079 to Hispanic-serving organizations. The foundations making the 20 largest awards accounted for 83% or $14,316,610 of total funds awarded to Hispanic-serving organizations, and five foundations making the largest awards accounted for almost two-thirds (61.8%) of all funds awarded. The Ford Foundation awards accounted for 37.7% of the total funds.

Chairperson's Remarks

Mr. Nunez stated that the panel would attempt to present the Hispanic perspective of the role of private non-profit agencies vis-a-vis the corporate world, and then determine what Hispanics can expect from the corporate world. Corporate America stresses the importance of a good fundraising/marketing plan that includes four basic steps for successful fund raising; a nonprofit organization should:

- Have good management skills and a good marketing plan -- Determine what materials are needed to sell the program and how much money will be needed to carry it out effectively.
- Do its "homework" -- Identify the program areas in which a potential funding source is interested, and make sure that it is presenting a viable plan.
- Develop its credibility in terms of trust and reputation -- People have to know the organization, and know it has a Board of Directors that works for and with the organization's chief executive.

- Develop a "network" -- The Board and the organization's credibility have to translate into a viable reputation based on the effectiveness of its program; the organization has to do what it says it will do.

The Hispanic community also has expectations of the corporate sector. Hispanics expect that the corporate world should know something about the Hispanic community; but in reality, very little is known, and what is believed is often wrong. An understanding of the community, the reality of organizational life, what the organizations are trying to accomplish and how they are trying to accomplish it are very important. Hispanics also expect some understanding that Hispanics are a multifaceted community with many interest groups, and are geographically dispersed. Simplistic remarks like "Why don't you people get together?" and "Is there one organization that represents the whole Hispanic community?" reflect a lack of this understanding. The vast majority of corporations do not get out and bother to find out who's who in the Hispanic community. Just as corporations expect Hispanics to research the corporations, Hispanics expect the corporations to research their community.

Panel Presentations

Mr. Nunez then invited the panelists to comment on the issue of corporate responsibility. Mr. Jesse Aguirre addressed the question of what Hispanics can expect of corporate America. He stated that corporations should demonstrate a responsiveness to well-articulated proposals in those areas where there is some mutual interest between the corporation and the Hispanic community.

Mr. Ricardo Amundsen pointed out that different corporations have different needs and targets for their products. It is important to keep in mind that many corporations prepare preliminary budgets months ahead of time. Thus when an organization approaches the company with an immediate need, the money is already committed. A corporation also wants to know why it should become involved in a particular project -- what is unique about that project that would encourage a corporation to support it.

Mr. Jose Berrios said that the definition of corporate responsibility should be expanded to cover more than monetary support. It is equally important to have company resources to use -- not just money, but people. Many corporations have a loaned executive program and are willing to provide management assistance, for example. Corporations do not understand the Hispanic community, nor does the Hispanic community understand the corporations; information sharing and building a relationship with the community by working with community groups are also a part of corporate responsibility.

Dr. Michael Borrero pointed out that there has been a change in the last ten years in corporate America. Corporate responsibility is no longer isolated within the company; it has become an integral part of the corporation involving extensive planning and extensive questions regarding the corporation's best interest -- not necessarily in terms of a profit motive but

rather how it furthers the growth of the company and its social/community involvement. The definition of corporate responsibility has been expanded to include the role of corporations as an employment resource. Corporations should begin to hire Hispanics and make upward mobility opportunities available for them. Responsible corporations are already interested in hiring Hispanics for such positions, but often do not know where to go to find Hispanics with the necessary talent and skills. Corporate America is also interested in economic development projects in the Hispanic community, and is encouraging dialogues with Hispanics to formulate economic development opportunities. However, one problem is that corporations are not used to Hispanics and are confused by the lack of homogeneity among Hispanics (e.g., Hispanics are Puerto Ricans, Mexican Americans, Central Americans, etc.). Corporations do not understand why the different Hispanic groups within a given community cannot work together as one. That way the corporations could give one grant to cover the whole community.

Mr. Nunez asked the panelists what they would do differently if they were Chief Executive Officers of corporations. Most agreed that they would develop a more equitable system of dispersing funds. Mr. Aguirre felt it would be necessary to find out what is expressly needed by the community, then plan to meet those needs. Dr. Borrero explained that the Chief Executive Officer usually sets the tone for corporate giving, then reacts to his/her staff recommendations, but is rarely involved in the day-to-day planning. One corporate fund-raising problem is the need for time and information since Hispanics are newcomers to corporate funding. Corporations had been supporting certain interests for years; suddenly, the Hispanic movement began to coalesce, and money had to be taken from other activities to provide funding for Hispanic interests. This resulted in some corporate battles. Mr. Barrios said it is also important to question why one group gets funding and another does not, and to look at how decisions are made, and how to channel existing monies.

Open Discussion

Participants in the panel session expressed several concerns. A major concern was that while there are a few good corporations that really try to reach out to the Hispanic community, there are a lot of other companies that have not done much. Rather than letting them continue this, Hispanics should question those companies that do not support them and approach the companies collectively in terms of issues like employment. For example, how many Hispanics are hired by the company? How many distributorships are given to Hispanics? How many franchises? There is also a need for an evaluation instrument to measure and/or assess the responsiveness of companies to the Hispanic community. Those companies which do help should be applauded. In addition, a strategy is needed whereby the corporations that are responsive to the needs of the Hispanic community would contact their colleagues in those corporations that are not, and encourage them to become involved in the Hispanic community.

Several participants expressed concern that Hispanics do not have access to the major corporations, and have no way to determine the extent of their grants because there is no requirement that companies advertise or report their grants. Only a small proportion of the Fortune 500 corporations

give substantially to the Hispanic community. In order to broaden the base of corporate support and target those corporations not involved with or aware of the Hispanic community, an organization could buy a share of stock in the corporation, attend stockholders' meetings, and ask questions. Corporations are answerable to their stockholders, and thus would have to respond to any questions they present. Thus the organization would help to create an awareness of the Hispanic community within the corporation, and gain access to it at the same time. Access to a corporation is also gained by developing a procedure to get proposals considered by the corporation, including finding out to whom to address the request. A request addressed to "Dear Sir" often does not reach the philanthropic officer, and thus is not even considered. Recipients of funds also have responsibilities. They should acknowledge the grant, and assure that the grant funds are expended properly. When an officer of the organization is in a particular city, he or she should visit the corporate offices and get to know the people there.

A major motivation of corporate giving is the Hispanic market. Many times a contribution is given because a corporation wants to sell its products.

The best fund-raising procedure is to approach fund raising as a business proposition. Giving money away is good business for a corporation, but corporate officers like to see that their contributions are being spent on "respectable" projects; and that an organization, or the officer representing the organization, demonstrates professionalism in making a presentation, and will recognize the limitations of a corporation. "No one corporation can cover the entire waterfront." The organization also must demonstrate its accountability to assure continued funding.

Recommendations

- A report or evaluation should be developed on corporate responsiveness to the Hispanic community, which would identify those corporations that are involved. After the report is completed, organizations could use it to approach corporations found not to be involved in the Hispanic community.

- A working committee should be formed of those present, representing both the corporate and nonprofit sectors, to work on a plan of corporate involvement in the Hispanic community. This plan would include informing corporations about Hispanics, and showing them that corporate support of community projects can positively influence the image of the corporation in the community.

- Nonprofit organizations should buy stock in large corporations which do not appear to be responsive to the Hispanic community, attend the stockholders' meetings, and question company policies regarding philanthropy and affirmative action.

- An action plan should be developed with corporations that are helping Hispanics, whereby corporate officers who have contacts with their

colleagues in other corporations would encourage the non-involved corporations to support the Hispanic community, not only through financial support to Hispanic organizations, but also by seeking and hiring Hispanics to fill positions in the companies.

- A training program should be established to train Hispanics on how to make effective presentations to corporations. The program would focus on how to seek funding, and how to maintain or insure continued funding.

FOREIGN POLICY FORUM

CHAIRPERSON: Hon. Abelardo Valdez, Law Firm of Finley, Kumble Wagner, et al.
PANELISTS: Mr. Peter Johnson, U.S. Department of State
Mr. Jose Manuel Casanova, U.S. Executive Director, Inter-American Development Bank
Ms. Dorita de Lemos Down, President, Conduit Group International
Mr. George Laurence, President, American Gas Association

Summary of Chairperson's Statement

Mr. Valdez, former Chief of Protocol for the Carter Administration, opened the forum by stating the broad scope of foreign policy. Foreign policy is an area which encompasses issues beyond those of war and peace. Furthermore, foreign policy is a field not exclusively under the jurisdiction of the State Department; other executive agencies also have an impact on the development and implementation of foreign policy. The U.S. Department of Commerce, the International Trade Administration, and the Office of the U.S. Special Trade Representative, among others, are heavily involved in foreign policy issues such as international trade and investment. Though foreign policy is broad in scope, and the points of influence numerous, the involvement of the Hispanic community has been limited. The Hispanic American community, as a natural link to Latin American and Caribbean nations, should begin to access the policy-making channels in order to influence the development of foreign policy as it relates to Latin America and the Caribbean. Developing a mechanism for influencing and commenting on foreign policy should be of top priority. A Hispanic Institute for Foreign Affairs could be such a mechanism and the beginning of a permanent structure which would provide input on a continuing rather than sporadic basis.

Summary of Panelists' Presentations

The panelists' comments noted the wide spectrum for Hispanic participation in foreign policy. Mr. Johnson praised the merits of the Caribbean Basin Initiative (CBI) as a vehicle for Hispanic involvement in international trade and investment. The CBI is a novel approach to economic development and job creation in this region. The CBI allows free trade as an incentive for U.S. investors to locate in the Caribbean and thereby export free of tariffs. The opportunities presented by the CBI are numerous and would allow Hispanic businesses to be involved in trade and small joint ventures.

Mr. Casanova stressed the importance of Latin America to the Hispanic community in the United States. In the economic arena, the U.S. has funneled sizable amounts of monetary aid to Latin America through bilateral and

multilateral agreements. This commitment is evidenced by the fact that the Reagan Administration has increased the lending capacity of the Inter-American Development Bank. In addition, the Kissinger Commission has recommended economic aid to Central America. The Hispanic community should advocate continued aid and support by the U.S. government for the economic development of Latin America and the Caribbean. In addition, the U.S. should advocate a policy of nonintervention for the USSR, Cuba, and Nicaragua in the internal affairs of other countries.

Ms. De Lemos Down commented on the business opportunities in Latin America. However, Ms. Down also pointed out the difficulties encountered in doing business in Latin America. Several factors come into play, such as:

- The fiscal factor -- we deal in dollars, they deal in pesos or other monetary units.
- The representation factor -- U.S. businesses must have a representative in the host country.
- The legal factor -- U.S. businesses have to be aware of nationalistic laws which strictly regulate the areas of export/import, trade and investment, and taxes.

Mr. Laurence stressed that he Western Hemisphere is of strategic importance to the U.S. Of particular concern is Mexico, which has a huge potential for providing natural gas to the U.S. once it is incorporated into the pipeline system. Any destabilization in this region has great impact on the U.S. because it is a major source of natural gas. Mr. Laurence mentioned that the American Gas Association supports a six-year, $7.7 billion assistance program for Central America. Furthermore, the American Gas Association has begun dialogues with Hispanic organizations for the purpose of increasing employment opportunities for Hispanics in the gas industry.

Summary of Discussion

Comments from the participants revolved around the issue of business opportunities in Latin America and the commitment of the Reagan Administration to achieving that goal. In response to this concern, Mr. Casanova mentioned that the Reagan Administration supports the establishment of the Inter-American Investment Corporation, which would assist the private sector in Latin America with equity and lending operations. The corporation is scheduled to begin services in 1985.

Given that an aggressive investment strategy is being pursued in Latin America and the Caribbean, concern was expressed about the importance of avoiding exploitation of the host countries' people and resources. Mr. Johnson reported that the intent of the signatories of the CBI is to preserve the economic and political sovereignty of each host country.

Recommendations

The following recommendations were adopted by the conference at the closing plenary session, after considerable debate of several of the recommendations:

- Hispanic Americans advocate the principle of self-determination for the peoples of Latin American and Caribbean nations.

- Hispanic Americans oppose military intervention in the internal affairs of any Latin American or Caribbean nation by any outside power. [Note: The Cuban-American community strongly dissented from the above recommendation, but they supported the original recommendation made by Mr. Manuel Casanova, that the U.S. should advocate a policy of non-intervention by the USSR, Cuba, and Nicaragua in the internal affairs of other countries.]

- Hispanic Americans recommend continued economic aid and support by the U.S. government to Latin American and Caribbean nations. Assistance should be tied to the monitoring of human rights progress and violations.

- The Hispanic community should be more involved in the international trade area and should serve as a link between the U.S. and Latin American and Caribbean nations. Hispanic businesses should have greater access to the programs fostered by the Caribbean Basin Initiative.

- The State Department should actively recruit Hispanics for the Foreign Service and for key in-house positions.

- Hispanic organizations should unite and explore the possibility of influencing foreign policy and developing mechanisms for achieving that goal. Specific mechanisms include:

  .. Establishment of a permanent Hispanic Institute of Foreign Affairs which would make recommendations on policy issues in the international arena;

  .. Increased Hispanic business entry into international trade and investment; and

  .. Coordination of activities with universities that already have institutes on Hispanic affairs.

EMPLOYMENT PANEL

CHAIRPERSON: Ms. Annabelle Jaramillo, National President, IMAGE
PRESENTER: Dr. Fred Romero, Acting Administrator, Office of Policy Development, U.S. Department of Labor
PANELISTS: Ms. Martha M. Escutia, Legislative Director, National Council of La Raza
Ms. Maria Cerda, Employment and Training Administrator, Chicago
Mr. Antonio Gallegos, Commissioner, Equal Employment Opportunity Commission (EEOC)
Mr. Eddie Acevedo, SER-Jobs for Progress
Mr. Guarione Diaz, Executive Director, Cuban National Planning Council
Ms. Gloria Rodriguez, Director, National Puerto Rican Forum

Summary of Chairperson's Statement

Ms. Jaramillo stated that employment is the issue of foremost concern to the Hispanic community. For society in general, jobs are the bottom line. Thus, the Hispanic community should begin to mobilize around this issue and advocate changes which will ameliorate the community's unacceptably high un- and under-employment rates. Ms. Jaramillo indicated that this panel provides an opportunity to engage in meaningful dialogue, and it is hoped that strong recommendations will be developed which will improve the employment status of the Hispanic community. With the Hispanic community experiencing unemployment rates over 10%, it is crucial that Hispanic leaders reach out to national policy makers and hold them accountable for improving the employment situation of Hispanics.

Summary of Paper Presented

Dr. Fred Romero presented a paper as a basis for discussion. The paper addresses what the Hispanic community should do in order to facilitate entry into the Job Training Partnership Act (JTPA) system. Due to the present climate favoring decentralization, the Hispanic community should access policy makers at the state and local levels rather than at the federal level. Local contact points include the members of the Private Industry Council (PIC) and local elected officials, whose policy-making authority has been increased under JTPA. At the state level, contact points include members of the State Job Training Coordinating Council and the Governor.

The constraint that precludes the federal government from adequately serving the Hispanic community, the paper concludes, is lack of money.

However, Dr. Romero praised the flexible approach adopted by JTPA and its incorporation of the private sector into federally funded employment programs. Furthermore, JTPA seeks to serve the disadvantaged, and 40% of its funds are specifically earmarked for disadvantaged youth. In addition, the federal government has funneled money to the states for implementation of the Title III - Dislocated Worker program. Thus, if the Hispanic community wishes to take advantage of these programs, the people to contact are in the Governor's office.

In closing, Dr. Romero indicated that the Hispanic community should look beyond JTPA and focus on other legislative proposals which may have an impact on the employment situation of Hispanics. These proposals include the Targeted Jobs Tax Credit, which grants a tax credit to an employer who hires an individual from a targeted group; immigration reform which may have an impact in ameliorating the status of the domestic labor force at both skilled and unskilled levels; and the subminimum wage legislation which may have the impact of creating new jobs for disadvantaged youth.

Summary of Panelists' Presentations

Responding to Mr. Romero's paper, Ms. Escutia presented her concerns from a Hispanic policy perspective. She indicated that the four major deficiencies of JTPA are: (1) lack of targeting language; (2) minimal participation by community-based organizations; (3) lack of training stipends and public service employment; and (4) performance standards emphasizing placement at low cost. Ms. Escutia indicated that, in theory, it is laudable for JTPA to earmark 40% of its funds for serving disadvantaged youth. However, this goal is made very difficult to achieve due to other provisions of JTPA which prohibit training stipends and public service employment (PSE). Without training stipends and PSE, it is very difficult to serve disadvantaged youth. Furthermore, Ms. Escutia stated that any type of immigration reform whether the Simpson-Mazzoli bill or the Roybal bill, should not be viewed as a "jobs" bill. She cited studies done by the Urban Institute and the Chamber of Commerce which conclude that there is essentially no correlation between high concentrations of undocumented workers and unemployment rates. The immigrant influx does not equal loss of jobs for the domestic labor force or depressed wages. Finally, Ms. Escutia questioned the validity of subminimum wage for youth because displacement of adult workers is likely to occur and because the current proposal lacks targeting.

Ms. Cerda began her presentation by stating her unhappiness over the negative descriptions of the Comprehensive Employment and Training Act (CETA). According to Ms. Cerda, CETA did work, and the strict constraints of JTPA are a negative reaction to the alleged inadequacies of CETA. She also mentioned that she welcomes the opportunity to prove that she, as a service provider, can place people in productive jobs. However, due to JTPA's heavy emphasis on performance and placement, service providers are "creaming" -- selecting the least disadvantaged individuals in order to meet the required placement and retention rates. Furthermore, the low costs advocated by JTPA undermine any city's attempt to provide a total package of services to disadvantaged individuals, especially Hispanics who may be in need of language training or remedial education.

Mr. Gallegos commented on Hispanics' perception of the Equal Employment Opportunity Commission (EEOC). His conclusion was the EEOC is viewed as being insensitive to the Hispanic community. EEOC's record of addressing discrimination against Hispanics is particularly poor. For example, only 4.9% of all charges filed with the EEOC in 1982 were filed by Hispanics, and 1.19% of the agency's total administrative recoveries were made on behalf of Hispanics. The agency's record is dismal; thus, active outreach efforts are necessary in order to institute and litigate claims on behalf of Hispanics.

Mr. Acevedo, as a representative of SER-Jobs for Progress, presented his comments from the perspective of a community-based organization (CBO) involved in employment and training. His conclusion was that CBOs have been dismantled overnight as a result of the performance-based contracts and unrealistically high performance standards demanded by JTPA. With the lack of CBO participation in the JTPA system, it remains questionable whether Hispanics will be adequately served by JTPA.

Mr. Diaz highlighted the problems CBOs in Miami, Florida, are facing. In Miami, CBOs are expected to survive under a system of performance-based contracting. Under this system, the question of organizational resources and available cash flow becomes crucial because it will be organizations with such resources who can afford to provide training to participants without receiving cash up-front. CBOs which are unable to adjust immediately to performance-based contracting have already disappeared or will face serious problems in the near future.

Ms. Rodriguez emphasized the need for local community support of national employment bills such as the Youth Employment Incentive Act, recently introduced by Rep. Augustus Hawkins (D-CA). Since the Administration supports a "New Federalism" approach which espouses decentralization, the flow of action for legislative changes now often begins at the local and state levels and then moves up to the federal level. This is contrary to past history of employment programs; the federal government previously took an active role in developing these programs and dictated their parameters to state and local governments when these entities served as program operators or administrators.

Summary of Discussion

The participants strongly indicated their concern for an employment policy which effectively addresses the problems of the Hispanic community. It was agreed that visible community support is crucial in order to make a positive impact on employment and training policy. Such policy should address the needs of specific segments of the Hispanic community. For example, Hispanic women should be identified as beneficiaries of a strongly targeted policy which will address their problem of earning the lowest wages in the U.S. With regard to Hispanic youth, participants indicated an unwillingness to support a youth subminimum wage as an answer to the problem of youth unemployment.

Recommendations

- Hispanics advocate legislative changes in the Job Training Partnership Act (JTPA) in order to provide for stronger targeting language, a stronger role for community-based organizations in policy development and delivery of services, and prevention of "creaming" (the selection of clients who are least in need of services because they will be easiest to serve and place).

- [Addendum from a previous conference: Highly targeted measures must be used by all publicly funded employment and training programs to reduce Hispanic unemployment, and especially to attack structural unemployment in the Hispanic community. Some of the answers to the unemployment problems of Hispanic Americans must be sought in a restructured job market in which Hispanics at the bottom of the occupational hierarchy are upgraded, and those seeking employment are better prepared to fill the jobs that exist.]

- Hispanics urge state and local governments as well as the private sector to assure full representation of Hispanics on all local and state JTPA committees, including local Private Industry Councils (PICs).

- [Addendum: Hispanic participation in training and in the administration of employment and training programs at the local level must be increased, and Hispanics should become more involved in policy formulation, planning, and administration of programs within the U.S. Department of Labor.]

- Hispanics support the goal of full employment and support employment bills before Congress such as the Community Renewal Employment Act and the Youth Employment Incentive Act.

- Hispanics strongly oppose attempted linkages between immigration reform and job creation or displacement, and stress that any immigration reform legislation should not be considered a "jobs bill."

- Hispanics strongly oppose any attempts by the Reagan Administration or by members of Congress to enact a youth subminimum wage.

- Hispanics strongly urge the federal government to be more accountable for its affirmative action policies in its own hiring.

- Hispanics recommend that funds now targeted for summer youth employment be used instead to provide training stipends for youth, so that they can obtain skills which will help them gain long-term employment with opportunity for upward mobility.

- [Addendum: The performance the of Equal Employment Opportunity Commission (EEOC) with regard to preventing employment discrimination against Hispanics must be improved; one aspect of this effort is to increase Hispanic employment at every level of EEOC in both national and regional offices. Congressional oversight should be used to assure that needed changes are made.]

HEALTH PANEL

CHAIRPERSON: Dr. Marta Sotomayor, President, National Hispanic Council on Aging

PANELISTS: Dr. Fernando Trevino, Director, Health and Human Behavioral Program, American Medical Association

Dr. Ciriaco Gonzalez, Director, Minority Biomedical Research, National Institutes of Health

Summary of Discussion

Dr. Trevino presented to the group a report on his recent analysis of the available information on the health status of Hispanic Americans. He views the lack of health data on Hispanics as a national tragedy, an issue which should have been addressed years ago. He explained that there are no data on the exact birth and death rates of Hispanics, what types of diseases are most common among Hispanics, or the extent of immunization in Hispanic communities. While it is widely acknowledged that Hispanics face some of the most dramatic health problems in the United States, there has never been an attempt to study their health status or determine their health needs. In previous national surveys on the health status of Americans, the Hispanic samples have always been too small to be generalized with any accuracy. The first attempt by the federal government to collect data on Hispanic health is currently being conducted by the National Center for Health Statistics. The Hispanic Health and Nutrition Examination Survey (HHANES) is being conducted in the Southwest for Mexican Americans, in New York for Puerto Ricans, and in Miami for Cuban Americans. Dr. Trevino explained that this first-ever study of Hispanic American health status will include personal interviews, as well as physical and dental examinations. However, data for Mexican Americans will not be available until next year, and information on the other two subgroups is still in the process of being collected, and will not be made public for at least two years. In addition, HHANES is simply a one-time effort to collect data on Hispanics, and the federal government has no plans for continuing this type of study. Dr. Trevino feels that the three Hispanic subgroups should each be oversampled in all future studies of the health of Americans, to provide ongoing information on the health status and needs of Hispanic Americans.

Since few health reports on Hispanics are currently available, Dr. Trevino has begun analyzing available data, to identify some common problems, issues and trends related to Hispanic health. His preliminary findings indicate that there are dramatic differences between the health status of Mexican Americans and that of Puerto Ricans and Cuban Americans. While Mexican Americans have the lowest level of medical and dental care, are the least likely to be hospitalized, and miss the fewest number of work days -- compared to all other American subgroups -- Puerto Ricans and Cuban Americans have the highest rates, in all these categories, of any major subgroups in the United States. Dr. Trevino explained that these major differences have

never before been studied and that these findings reaffirm his conviction that all three major Hispanic subgroups need to be oversampled in all future national health studies.

Dr. Gonzalez was particularly interested in the dramatic differences reported by Dr. Trevino and suggested that one possible reason for the high rate of medical and dental care by Puerto Ricans might be their early orientation on the island, where health care is free and individuals are used to seeking medical attention. He also explained that the University of Puerto Rico has an excellent medical school, which graduates some 50 percent of all public health doctors in the United States. Thus, Puerto Ricans living in New York or other major cities have well trained Puerto Rican doctors and dentists available to them. Having doctors and other health professionals who can communicate in Spanish and share a common culture is often very important among Hispanics. This is a factor which might also be partially responsible for the lack of medical utilization among Mexican Americans. He cited statistics indicating that Puerto Ricans have 200 medical doctors for every 100,000 population, whereas Mexican Americans have only 10 medical doctors for every 100,000 population.

Dr. Gonzalez explained that infectious diseases are common among Hispanics, and blamed this on poor nutrition and poor living conditions. Hispanics also have a much shorter life expectancy than other Americans. This may help explain their low rate of cardiovascular and other chronic diseases, since Hispanics often do not live long enough to contract these diseases. Dr. Gonzalez re-emphasized that many of the health problems suffered by Hispanics are directly related to poor nutrition, and these basic nutritional problems must be addressed by the federal government and state and local officials.

Dr. Gonzalez also feels that Hispanics need to be more involved in the design of national health programs. He thinks that there should be increased Hispanic participation in planning research and program activities, reviewing applications for grants and projects, and determining policies and procedures. He also supports increased and new funding to encourage Hispanics to enter the health professions, through outreach and education efforts and financial assistance to students. He also encourages strong federal enforcement of affirmative action laws in admissions to medical schools and in employment for health-related professions.

Dr. Sotomayor, Chair of the panel, mentioned a report of the Public Health Services' Hispanic workers which recommended that the Surgeon General be required to report every year on the state of Hispanic health to the Congressional Hispanic Caucus. In addition, panelists agreed that a national advocacy task force should be developed to monitor and support programs and policies which positively affect the health status of Hispanics. Dr. Sotomayor also stressed the importance of informing and mobilizing Hispanics on the local level to be involved in health-related issues and problems.

General discussion followed these presentations with other conference participants introducing areas of concern and recommendations for consideration by the group. One such area was the lack of adequate programs to address the mental health, nutritic, and other special health needs of

recent refugees and immigrants to the United States. Another concern is the recent federal health block grants, which have resulted in decreased funding to many programs providing health services to Hispanics, as well as a number of administrative changes which have negatively affected the provision of health services to Hispanics. Concern for the very low level of prenatal care which Hispanic women receive was identified as a related problem which should be addressed. Participants were also concerned with the small number of bilingual and bicultural staff available in hospitals, clinics, and other health facilities.

Panel Recommendations

- In all future national health studies conducted by the National Center for Health Statistics or other national agencies, the three main Hispanic subpopulations should be oversampled, thus providing current and accurate data on the health status of Hispanics.

- The federal government should support studies on the health status of Hispanics, particularly in the area of nutrition, which is thought to be an underlying cause of the extremely poor health of Hispanic Americans.

- Hispanics should have increased participation in the planning of federal research, review of grant applications, and determination of policies in all federal health programs and agencies, including the Food and Agricultural Councils.

- The Surgeon General should report every year to the Congress on the state of Hispanic health in this country, and members of the Congressional Hispanic Caucus should be encouraged to become more involved in issues which affect Hispanic health.

- The federal government should provide increased financial assistance to Hispanics seeking to enter professional and paraprofessional health fields.

- The federal government should vigorously enforce affirmative action laws in admissions to medical schools and other health-related institutions.

- The federal government should vigorously enforce federal employment and affirmative action laws in the hiring of personnel at all levels in health related institutions and agencies.

- Federal requirements that agencies and institutions which provide health services in areas with large Spanish speaking populations to provide interpreters and translations should be vigorously enforced through the hiring of bilingual/bicultural professional and support staff.

- Federal categorical programs should be re-established to address the severe health needs of Hispanics and other minority and low-income persons, since the recent health block grants to the states have not advanced the health status of Hispanics in this country.

- The federal government should support special programs to address the mental health and health-related needs of recent Hispanic refugees and immigrants to this country.

- The agricultural industry should be strongly encouraged to provide private medical insurance for all migrant agricultural workers, in every state, as one method of assuring medical assistance to persons facing very grave health problems related to the industry.

- A national advocacy task force -- composed of health professionals, representatives of national organizations, and others concerned with these issues -- should be developed to monitor and support programs which improve the health status of Hispanics.

HOUSING PANEL

CHAIRPERSON: Pablo Sedillo, Director of the Secretariat for Hispanic Affairs, National Conference of Catholic Bishops
PANELISTS: Moises Loza, Deputy Director, Housing Assistance Council, Inc.
Angel Ortiz, Commissioner of Archives, City of Philadelphia, Pennsylvania

Summary of Discussion

Moises Loza identified three major concerns in the search for equal housing opportunities for Hispanics: accessibility, affordability, and the question of whether or not government has a role to play. Discussion then followed, with all three panelists contributing ideas.

Accessibility

Mr. Loza said that accessibility involves the fight against blatant and, more frequently, subtle discrimination in housing. Among the components of this discrimination are: "red lining," an illegal but common practice in which a real-estate company or financial institution chooses to mark off a "high risk" area as a no-loan area; and a lack of adequate enforcement language in the fair housing laws. The Department of Housing and Urban Development (HUD) is not perceived as a threat by landlords. Mr. Loza believes the Kennedy/Mathias Fair Housing Bill may be a good remedy for this situation because it would streamline the complaint process by replacing the current "conciliation approach," in which the HUD administration tries to persuade the offending landlord to remedy the situation but has no powers of enforcement, with "administrative judges" who would be able to use sanctions if necessary. This bill has received limited Congressional attention because other matters have been given priority over it. Mr. Loza, Mr. Sedillo, and Mr. Ortiz agreed that candidates for Congress and the Presidency should support this bill. Also agreed upon was the need to protect the rights of large families, many of them Hispanics, and the handicapped.

Mr. Ortiz said that in New Jersey, a constitutional amendment was recently approved which makes it the inalienable right of all citizens to have or be supplied with adequate housing. He said that it is comparable to the state supplying legal advice to the person who can't afford a lawyer; the only way to ensure such a right is to have the state assume the costs. All three panelists agreed that this should be an amendment to the United States Constitution.

Affordability

The highest inflation rate in the nation's economy is in housing, and Hispanics are one of the groups affected the most by this because of their high poverty rate and the fact that 24% of urban Hispanics and 28% of rural Hispanics are housed in substandard structures. Hispanics are also more likely than other groups to live in overcrowded housing.

The push through the 1960s and 1970s for the development of an affordable, mass-produced housing design has not been successful. The real question is the financing; as interest rates rise, affordability declines.

In the Housing and Urban-Rural Recovery Act of 1983, the panel agreed, the main problem facing Hispanics is the lack of Section 8 housing assistance subsidies for the construction of new housing. This has the effect of driving up the cost of housing for poor people who qualify for Section 8 rental subsidies for existing structures. Mr. Loza explained that, without the construction of additional subsidized housing, the law of supply and demand will work in the landlord's favor. With an oversupply of tenant families and an undersupply of apartments, the owner can raise prices and pay less attention to the upkeep of his property.

A government effort to rehabilitate dilapidated housing can also cause problems that require government protection for the poor, the panel agreed. A case in point is the HUD program which made low-interest loans to people who would buy dilapidated buildings and rehabilitate them. This helped to revitalize the whole community, but also raised the rents and, for people who already owned their homes, the real estate taxes, thus forcing many people to move away. Although this program has been discontinued, this practice, termed "gentrification" because the rich replace the poor in these neighborhoods, continues as a natural feature of our economy. The effect is that the poor, already shut out of the more affluent suburbs, are uprooted from their inner-city communities as well, and forced into the worst housing available in peripheral areas.

Role of Government

The questions raised here include the following: Should government protect the poor from gentrification by assistance subsidies? Or is the breakup of old, well-established neighborhoods acceptable in terms of the money saved by revitalization and unpaid assistance subsidies?

The panel members felt that the only way to protect the poor against this uprooting, in the face of an Administration which is moving away from assistance subsidies, is to work towards making adequate and affordable housing an entitlement of every citizen. They agreed no family or individual should be required to pay a proportion of their income for housing that would endanger their ability to obtain the other necessities: adequate food, clothing, health care, and education. Assistance subsidies should work on a sliding scale which takes into account not only a family's income but also family size, includes the establishment of permanent shelters for street people, and provides financing by the government.

In the interests of preserving old, closely knit neighborhood communities, where a sense of solidarity, traditional values and culture, can survive, the panel members agreed that home ownership for those who desire it should be a goal of public and private housing efforts. Cooperative housing and home-steading should be utilized, as well as single-family purchases. At the very least, the panel agreed, the government should require relocation safeguards to assure that those who are dislocated can be immediately placed in standard, affordable housing.

Recommendations

Every citizen of the United States of America has the right to safe, clean, and affordable housing. It is the responsibility of the government to provide such housing to those who are unable to house themselves.

The following recommendations will help to improve Hispanic access to safe and decent housing:

- Legislation such as the Kennedy/Mathias bill pending before the Senate should be enacted, to strengthen laws against housing discrimination.

- Various forms of housing subsidies should be tested at the local, state, and national levels on a demonstration basis to evaluate their effectiveness and their effects on rents, new construction, rehabilitation, and acceptance by landlords and program participants. [Addendum from a previous conference: Replication of effective housing activities and models should be encouraged through information-sharing within and across states.]

- [Addendum: Housing agencies and legislators should work towards statewide or regional performance building codes with adequate and uniform enforcement, that will permit the application of innovative building materials and techniques to low-cost housing.]

- In all federally-funded housing programs, the neediest should be a priority. [Addendum: In addition to housing funds, federal water and sewer funds must be allocated in ways which assure that low-income families receive a fair share of the benefits of these funds.]

- Laws and public resources are needed to provide safe, adequate, and accessible housing for groups with special needs, such as the handicapped and large families. [Addendum: The supply of safe and decent housing for migrant and seasonal farmworkers, both in home base areas and on the stream, must be increased; they also should have greater opportunities for home ownership.]

- Federal community development programs including Community Development Block Grant (CDBG) and Urban Development Action Grant (UDAG) programs should be targeted to those communities and neighborhoods with the greatest needs. Targeting requirements should be strengthened and existing targeting mechanisms should be vigorously enforced. These programs should be administered so that housing activities are not

discriminated against and receive full consideration for funding. [Addendum: CDBG and UDAG programs should increase their emphasis on providing new and renovated housing for low and moderate-income individuals and families.]

- Housing programs should allow subsidies to be used for rental and home purchases. Participants should also be allowed to use subsidies for homesteading and cooperative housing, so that personal independence, community pride, and traditional values can be encouraged.

- [Addendum: Hispanic elected and appointed officials should encourage the creation and effective use of state housing finance agencies, to obtain and administer housing funds from the state and federal levels.]

- The housing delivery system should include:

  .. The use of community-based groups and cooperatives to deliver needed housing assistance;

  .. A strong, flexible technical assistance component in every housing delivery system, which can improve the capacity of local groups to provide housing services; and

  .. Outreach and counseling services, with bilingual materials and staff where appropriate.

SPECIAL SESSIONS

In addition to the opening plenary session, 12 panel sessions, and closing plenary session, the conference included two luncheons with Presidential candidates or their representatives.

As already noted, Democratic Presidential candidate Reverend Jesse Jackson addressed the conference at its opening session. Democratic candidate Senator Gary Hart was unable to attend the conference, but sent a representative chosen by the conference leadership. The Honorable Ruben Valdez of Colorado, former speaker of the Colorado House of Representatives and current Chairperson of the Southwest Voter Registration Education Project, addressed conference participants during lunch on Monday, April 16. He brought greetings from Senator Hart and assured the participants of the Senator's support on key issues of concern to Hispanics.

On Tuesday, April 17, President Ronald Reagan invited 100 conference participants to the White House for lunch. Senior Cabinet and White House officials were present, and the President addressed the group. He took note of Hispanic contributions to the United States, summarized what he considered to be major accomplishments of his Administration, and presented his views on the United States role in Latin America.

Former Vice President Walter Mondale was invited to address the conference participants at dinner on Tuesday, but did not attend. Following the conference, communications between National Hispanic Leadership Conference Executive Planning Committee members and former Vice President Mondale's staff led to an agreement for a substantive meeting with the candidate before the November election.

CLOSING PLENARY SESSION

The closing plenary session took place late Tuesday afternoon, April 17. Its purpose was to discuss and vote upon the recommendations generated by each of the 12 panels and forums held during the previous two days.

National Council of La Raza President and Conference Co-Chairperson Raul Yzaguirre moderated the session. A representative from each panel presented the recommendations of that panel to the full body. After the recommendations from a panel were read, the panel representatives answered questions and received suggestions for modifying the language of some of the recommendations. These recommendations were then further discussed and either approved by the full body by majority vote or modified, rejected, or referred back to the panel with instructions for further refinement or expansion.

The recommendations included in the summary panel reports in this proceedings document were adopted by the plenary session, except for those recommendations provided in brackets as addenda. These additional recommendations were developed at earlier leadership conferences or related meetings, but have not yet been fully implemented.

APPENDIX B

THIRD NATIONAL HISPANIC LEADERSHIP CONFERENCE
April 15-17, 1984
Hyatt Regency Hotel
Washington, D.C.

CONFERENCE PROGRAM

Sunday, April 15

7:00 P.M. -- 9:00 P.M.	Reception (Capitol)

Monday, April 16

9:00 A.M. -- 10:30 A.M.	Opening Session -- Rev. Jesse Jackson to to speak (Yorktown)
10:45 A.M. -- 12:30 P.M.	Political Empowerment Forum (Ticonderonga)
1:00 P.M. -- 3:00 P.M.	Lunch -- Representative of Senator Gary Hart to speak (Regency A)
3:30 P.M. -- 5:30 P.M.	Panels: 1. Economic Development (Yosemite) 2. Administration of Justice (Olympic) 3. Energy (Glacier) 4. Media (Bryce)
7:00 P.M. -- 9:00 P.M.	Reception (Yorktown)

Tuesday, April 17

8:30 A.M. -- 10:30 A.M.	Panels: 5. Education (Olympic) 6. Arts and Humanities (Glacier) 7. Corporate and Philanthropic Responsibility (Yosemite)
10:45 A.M. -- 11:45 A.M.	Foreign Policy Forum (Ticonderoga)
12:00 P.M. -- 2:00 P.M.	Lunch -- White House
1:45 P.M. -- 3:45 P.M.	Panels: 8. Employment (Olympic) 9. Health (Glacier) 10. Housing (Yosemite)
4:00 P.M. -- 6:00 P.M.	Plenary Session (Valley Forge)
7:00 P.M. -- 7:45 P.M.	Reception (Regency Foyer)
8:00 P.M. -- 10:00 P.M.	Banquet -- Former Vice President Walter Mondale Invited (Regency A)